

60c

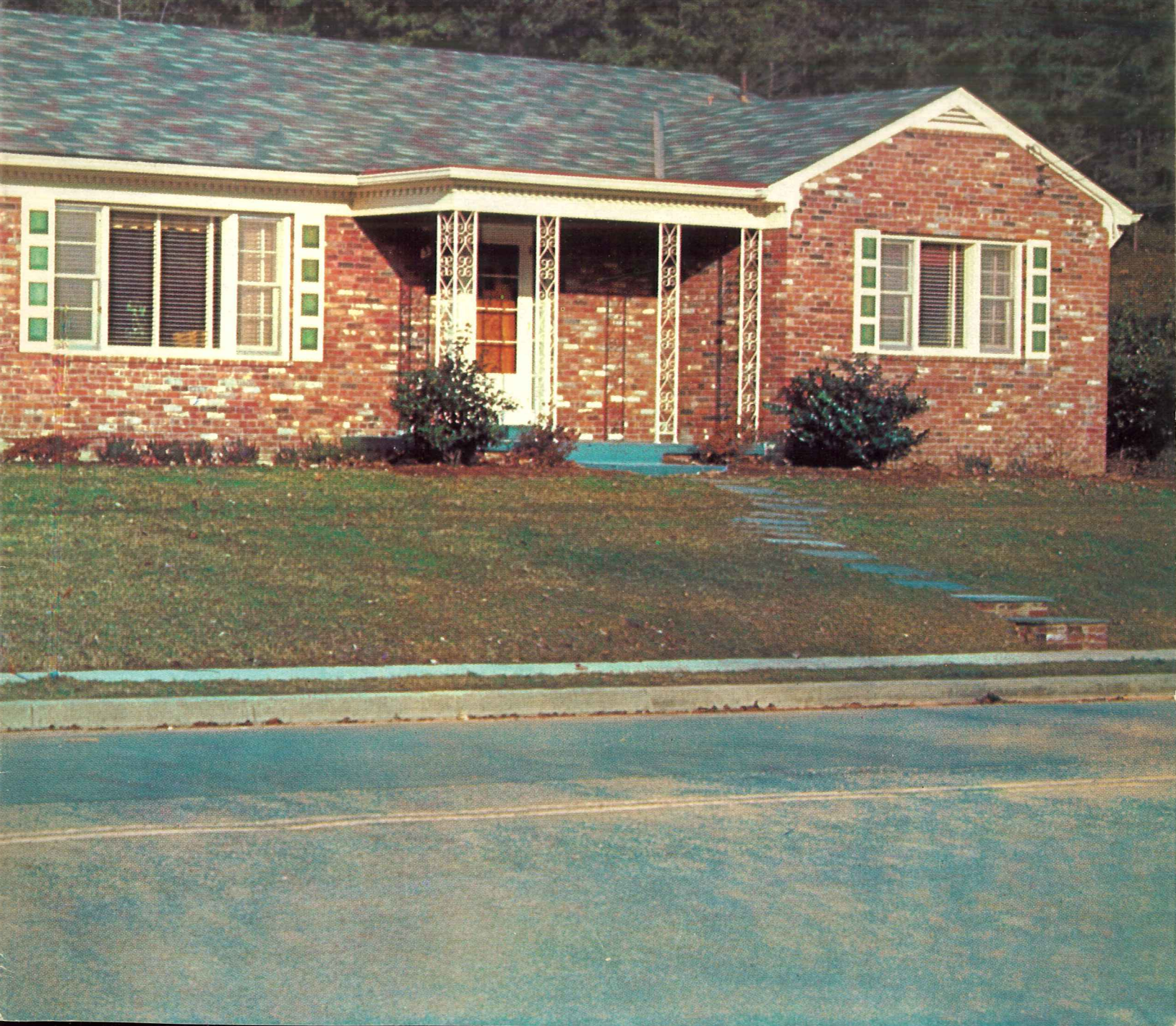
**B-57**  
Washington

# Homes of Today and Tomorrow

**PLANS**

by

**STANDARD HOMES CO.**





# General Information about *Homes of Today and Tomorrow*

If you are interested in building a home, you want the best for your investment: **Convenience**, for yourself or others who use it; **Marketability**, in case you wish to sell.

The **Floor Plans** shown reflect (or anticipated) many recommendations of the **Women's Congress on Housing**. To provide range in size and cost, however, compromises were necessary: an ornamental entry may be omitted or substituted for a Center Hall; a Den or Bed Room passage may provide Hall-to-Kitchen Access. Even the extra hall Bath, Workshop, Laundry, and Recreation Area may be located in the Basement where experience shows that basement-type construction, and utilization of this space (sometimes finished later), offers the most home for your dollar.

Our **Standard PLANS** show 5 to 7 large sheets, 18x24 inches: all four elevations of the house, and all of the necessary construction details, so clearly prepared that any contractor can follow them rapidly without making errors.

All plans shown in this book provide a 7 ft. **basement**. Our Southern Office publishes four books of homes especially designed for **Basementless Construction**: all 4 for \$2.00; Standard Homes Co., Box 1919, Raleigh, N. C.

**Cost Tables** showing the **approximate** cost of Materials and Construction will be mailed to you upon request. But the **Cost** of a **House** can be accurately determined only by submitting Complete Working Plans and Specifications to competent local contractors for careful study.

The Local Dealer who sponsors this book to encourage Homebuilding should be your best source of information on general cost, available loans, and reliable personnel to build these particular homes in your community. He does **not** require us to sell plans **only** through **him**, but he will be glad to order plans for you on his credit if you desire to inspect them before payment.

If, on the other hand, it is more convenient for you to order direct, you may do so by sending your check or money order to us, or requesting the plans sent C.O.D.

In any case, if plans received are not entirely satisfactory, they may be returned within 10 days for full cash refund. Plans **used** for securing loan **commitments** or building **estimates** may be **exchanged** for other **plans** of any design shown in our books for only \$5.00, without time limit, providing they have not been used for construction.

## PLAN PRICES

Complete Plans for any design as illustrated, including specifications, material list and contractors' estimating form.—\$20.

Additional Plans, provided all of the sets ordered are for use in the construction of one house, per set.—\$5.

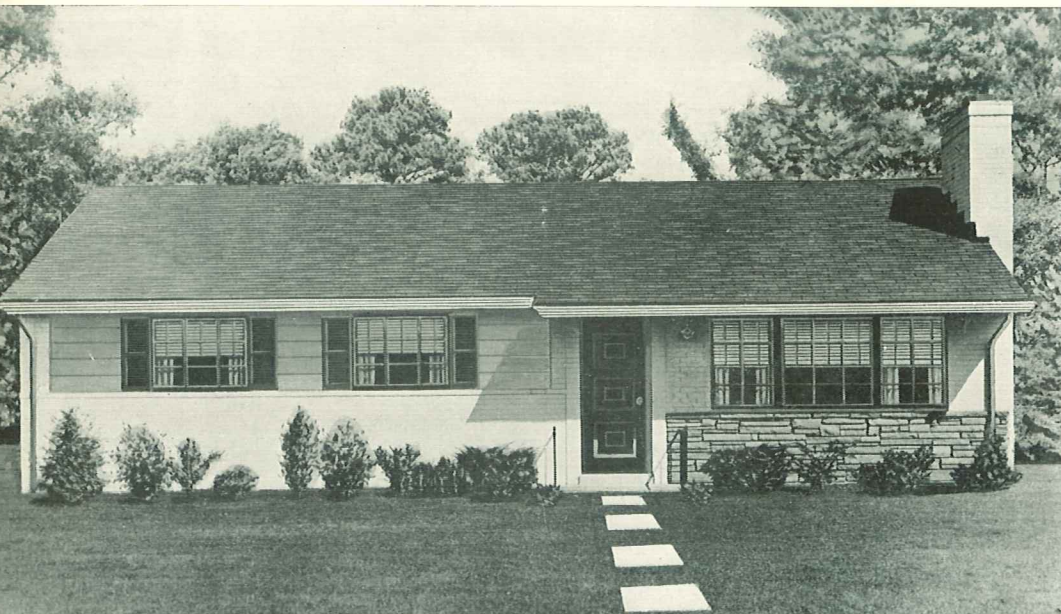
Plans with room arrangement **reversed** from left to right, to fit your lot, additional charge.—\$5.

Plans shown in brick changed to **frame**, or frame changed to **brick**, additional charge.—\$5.

Plans for **brick veneer** over frame wall construction, additional charge.—\$5.

To insure prompt receipt of correct plans, give Name of house, Plan number, brick, frame, or brick veneer over frame.

**Print plainly name and complete address—Plans mailed "Special Handling" the day order is received.**



## STANDARD HOMES COMPANY

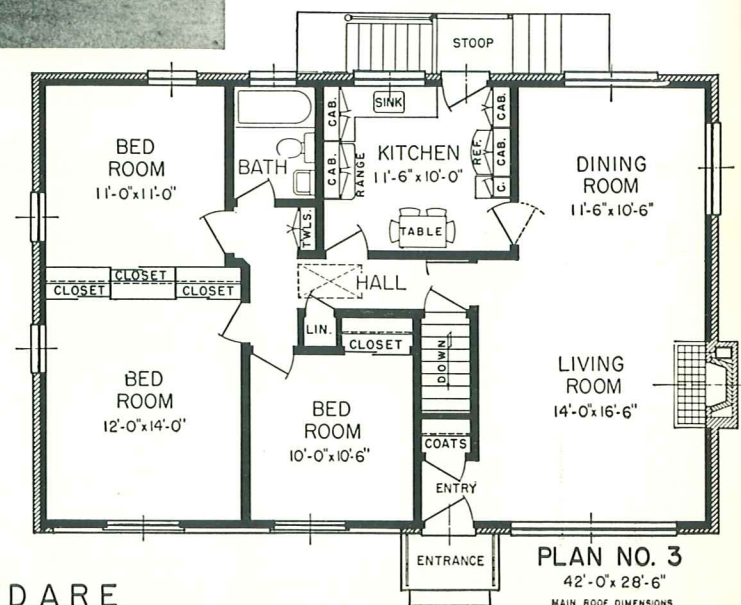
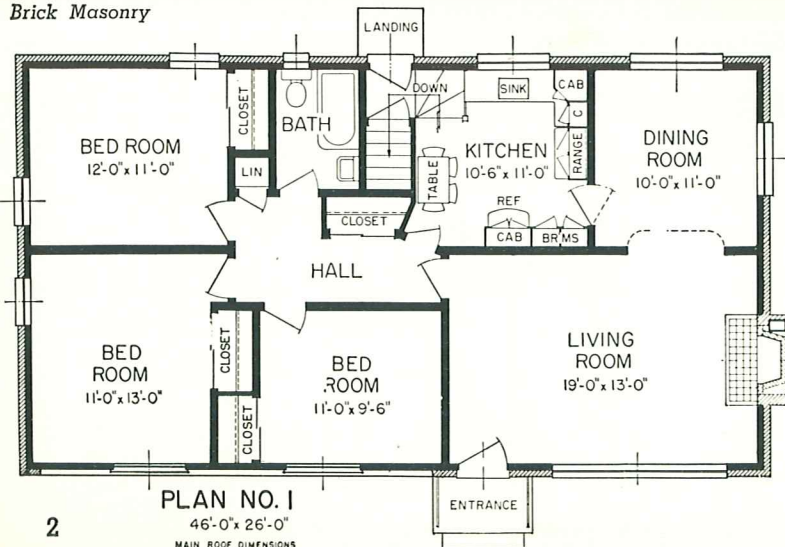
2524 L Street, N.W., Washington 7, D. C.

## THE DARE

The Dare is a fine example of how the natural beauty of stone, wood and masonry can be effectively used to develop an interesting yet economical exterior.

To the passer-by this home presents a vision of hospitality and brightness.

Brick Masonry



DARE



## INDEX—Back of this Sheet

Dear Customer,

Whether you are planning to build immediately, or later; for personal use, or for sale on a competitive market; we welcome this opportunity to be of service to you.

The choice of designs we show, the range of plans, and the building aids we offer, are intended to help you along.

As this book goes to press, there is much difference of opinion about the total number of "building starts" for the coming year; very little doubt of a "planned tightness" of money, to stop or slow down the march of inflation.

Few doubt that there will be sufficient loans available for the more persistent, or those who have some savings or equity to put into their program; but of necessity, (and as always) those who have waited longest or saved least for that "down payment" will probably have to wait longer still, or pay most through a "package deal," to own their home.

At this point we might add that we have had a preview of many of these "new deals," and a chance to analyze some. In the scramble over who will supply those new homes actually built, competition will be keen. Those who have their plans and loans approved can expect their money's worth. Others should weigh most carefully the many "pay-easy" deals they hear about—the smaller rooms, higher upkeep, longer payments, so easily overlooked or omitted in the sales talk.

From our position, however, it still appears that the building public can reasonably expect to get most for its building dollar—personal satisfaction, long range enjoyment, and resale, if necessary—from the local material dealer, and the local, small crew, custom builder, with low "overhead" or operating expense.

## ORDER CARD—In Back of Book

Above the advertising and beneath the varnish is the fact that the lumber dealer, with car-load shipments, can usually supply every item which comes with a pre-cut or pre-fab "deal" at \$500 to \$1000 savings to you. And if quality is considered (between the cheapest and the best), the actual difference would appear to be nearer twice that much.

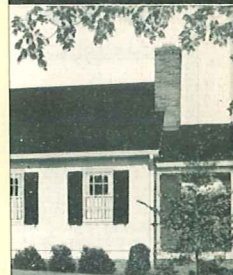
Also, where local "on the job" labor costs are such as to make it appear practical to "prefabricate" a home in a distant town, an increasing number of local lumber dealers are getting together their own subcontracting construction crews, or arranging to prefabricate home panel parts for the local building trade.

26,000 building material dealers, with an average of \$50-\$100,000 of inventory and investment each, can be reasonably expected to "meet competition." They cannot give you last year's prices in today's market; but most of them consider their business as permanent as your home—expect to sell you paint in the years to come—know the difference between a "fast buck" and a solid reputation.

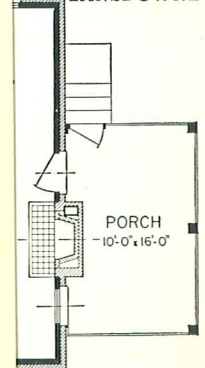
Likewise, local lending agencies offer many advantages to the man who must finance his home, both for building, and over the years. They are usually "short" on money; they seldom advertise their bargains; they do not place "package loans" on the counter. They insist upon studying your plans, seeing your lot, being acquainted with your builder, and knowing you; but by so doing, they cut their losses low enough to pass a saving on to you—without kickback or subsidy from the seller or builder for an over-priced job.

If you are seriously interested in an individual, serviceable, lifetime home, we hope at least one of our designs and floor plans will exactly meet your needs.

STANDARD HOMES COMPANY



For above Elevation  
ask for the  
LANSDOWNE-R



PLAN NO. 2  
46'-0" x 28'-0"  
MAIN ROOF DIMENSIONS

These and other plans in this book are not intended to be used without the supervision of a Registered Architect. And in most states where our books are distributed, we can furnish our plans under the seal and signature of a locally Registered Architect (if required by local building regulations) at small additional cost. Prices, particulars, and suggestions on request.



# General Information about *Homes of Today and Tomorrow*

If you are interested in building a home, you want the best for your investment: **Convenience**, for yourself or others who use it; **Marketability**, in case you wish to sell.

The **Floor Plans** shown reflect (or anticipated) many recommendations of the **Women's Congress on Housing**. To provide range in size and cost, however, compromises were necessary: an ornamental entry may be omitted or substituted for a Center Hall; a Den or Bed Room passage may provide Hall-to-Kitchen Access. Even the extra half Bath, Workshop, Laundry, and Recreation Area may be located in the basement. Plans are shown that have different types of finishes.

Our **St.** inches: all sary cons tractor ca

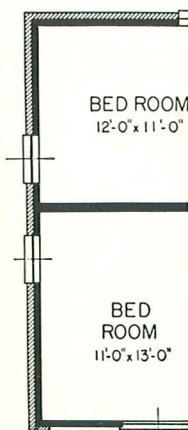
All plan Our South designed \$2.00; Sta

Compl

To i Print



Brick Masonry



PLAN NO. 1  
46'-0" x 26'-0"  
MAIN ROOF DIMENSIONS

Design	B '57—Brick	Page
Arlington		24
Avery		4
Berkshire		26
Bradley		28
Breckenridge		5
Brian		28
Briarcliff		7
Broadmoor		26
Buena Vista		14
Carlton		19
Carlyle		19
Castle Rock		12
Clayton		21
Compton		9
Dare		2
Denver—R		6
Dorchester		6
Edgewood		25
Keystone		31
Lancaster		3
Lansdowne		3
Lynnhaven		30
Manley		17
Marion		16
Montgomery		13
Montreal		1 & 32
Montrose		24
New Carlyle		19
New Covington		30
Pasadena		25
Pelham		11
Rockport		25
Roxbury		23
Santa Barbara		10
Sherwood		20
Shirlington		27
Split Levels		23
Springdale		10
Springfield		23
Stanhope		29
Wendell—R		7
Wendover		15
Westland		29
Westwood		18
Whitney		8
Willard		27
Winfield		22

**Cost Tables** showing the **approximate** cost of Materials and Construction will be mailed to you upon request. But the **Cost** of a **House** can be accurately determined only by submitting Complete Working Plans and Specifications to competent local contractors for careful study.

The Local Dealer who sponsors this book to encourage Homebuilding should be your best source of information on general cost, available loans, and reliable personnel to build these particular homes in your community. He does **not** require us to sell plans **only** through **him**, but he will be glad to order plans for you on his credit if you desire to.

## SHOP TALK

Faced with present prices, many people can't help wondering just when "costs will come down," and whether or not to wait for "a more favorable time"—for some of the bargains of a few years ago, or the remembered prices which would be so attractive now, if re-offered.

In our opinion, prices will never be lower while you can reasonably expect to get loans to build—if in our lifetime.

Even now, the costs of most lots is 75-80% paving, utilities, paid taxes, and a little for general neighborhood convenience. Newer subdivisions are running 80-90% "site preparation," where school and shopping center facilities must be provided. And they are costing more on each new project.

While most allocations show only 45-55% of your construction costs as "on the job labor," the total cost of labor including the mine, mill and forest, to your lot (and the taxes along the way), is much nearer 90-95%. With insurance and interest on the materials and machinery used, you have 95-98%.

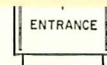
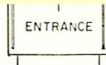
How can any of these factors grow less without reducing your wages and ability to pay in proportion? How could our government ever hope to "pay out" with less tax income? Wartime price controls seldom reduce prices or produce extra materials; they are not likely to assist home owners desiring private construction.

And loans on a "falling market"? Companies with money to lend already have millions loaned out on present high priced real estate. Some of them can best expect to "come out" 100% only through continued inflation; few, if any, would finance the undercutting of their own security.

You may save some by "shopping"—providing you purchase where advice on the "best buy" is reliable—from dealers who stand back of their merchandise. You may save some on labor by being ready when a reputable builder wants to start a new job. You may even cut costs appreciably by doing part of the work yourself.

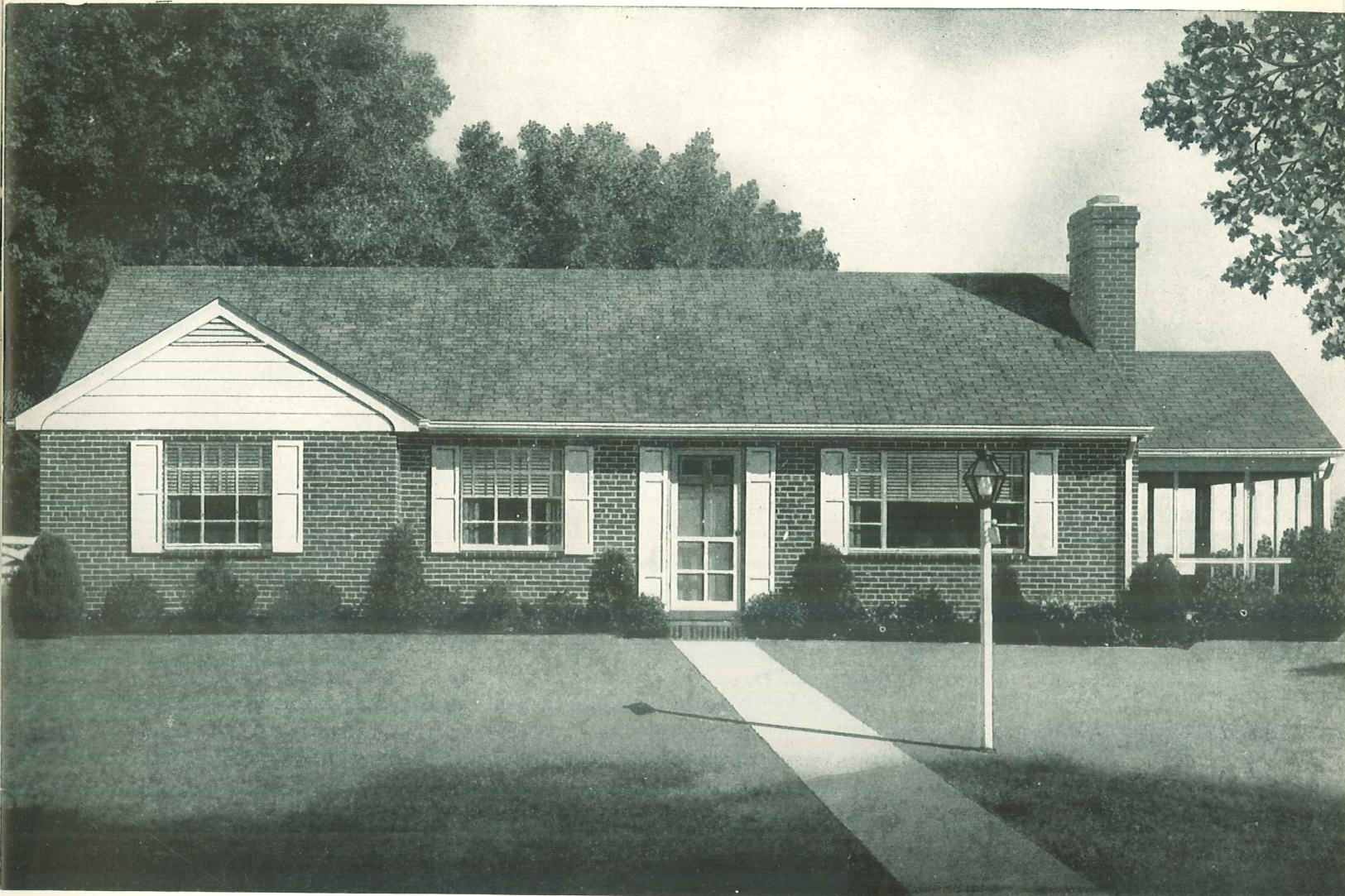
But as no today is "just as good" as yesterday, last week, last month or last year; even less will some tomorrow be as timely as today for starting that which needs to be done.

An order card is enclosed for your convenience.



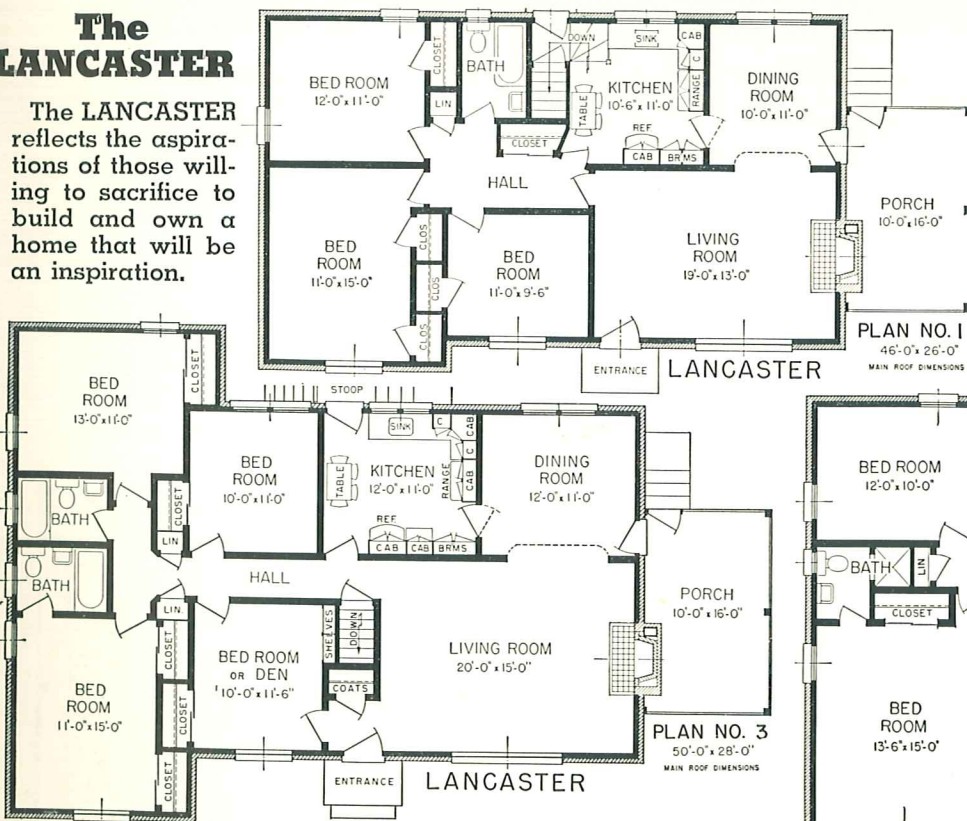
PLAN NO. 3  
42'-0" x 28'-6"  
MAIN ROOF DIMENSIONS





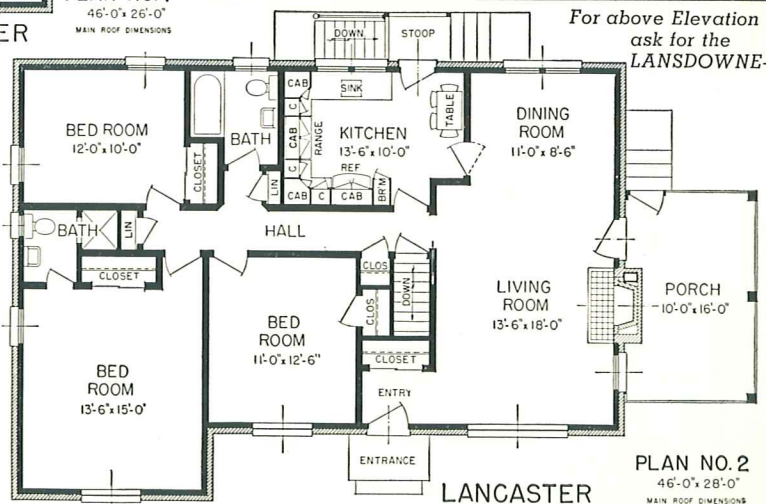
## The LANCASTER

The LANCASTER reflects the aspirations of those willing to sacrifice to build and own a home that will be an inspiration.



The LANSDOWNE-R

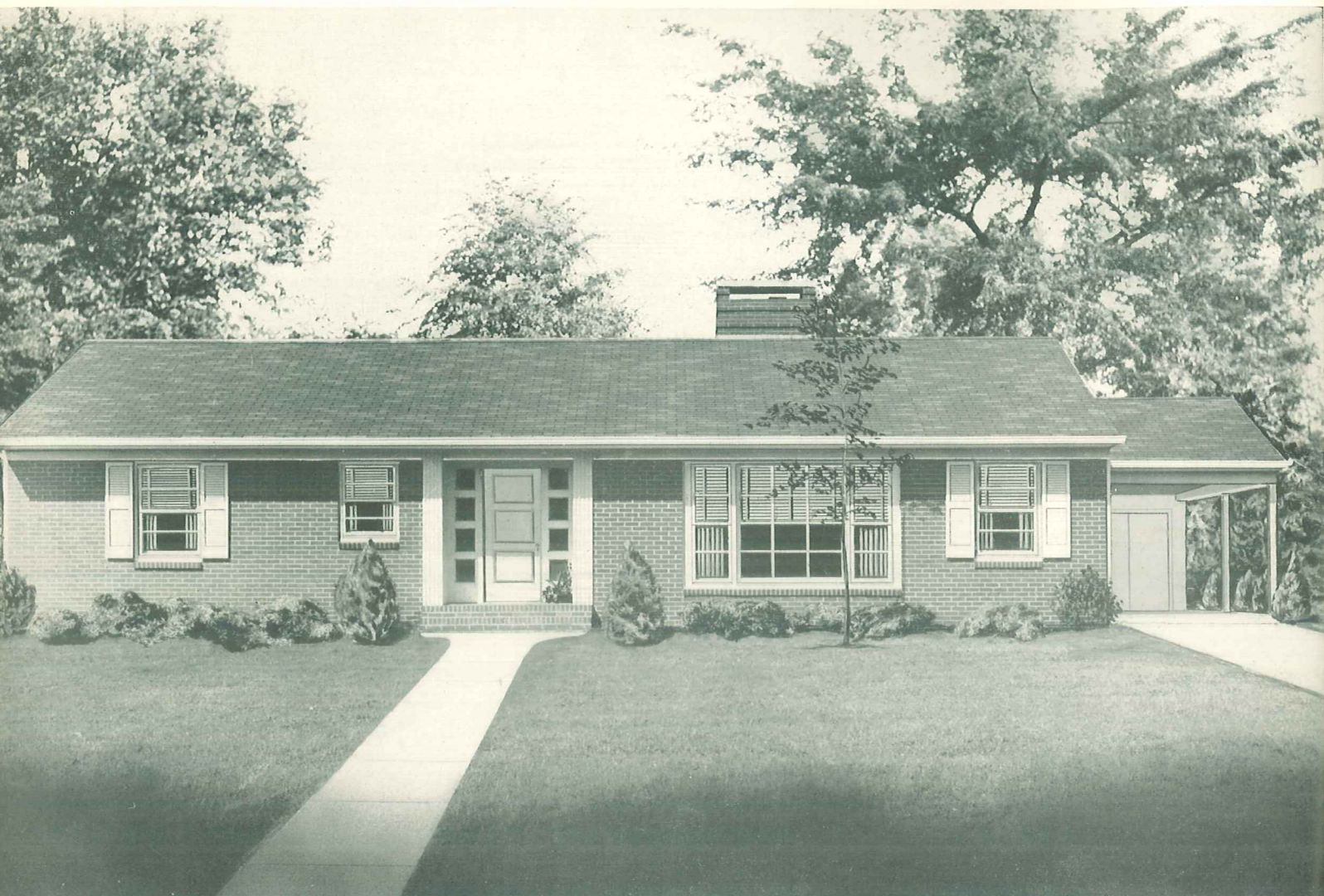
For above Elevation ask for the LANSDOWNE-R



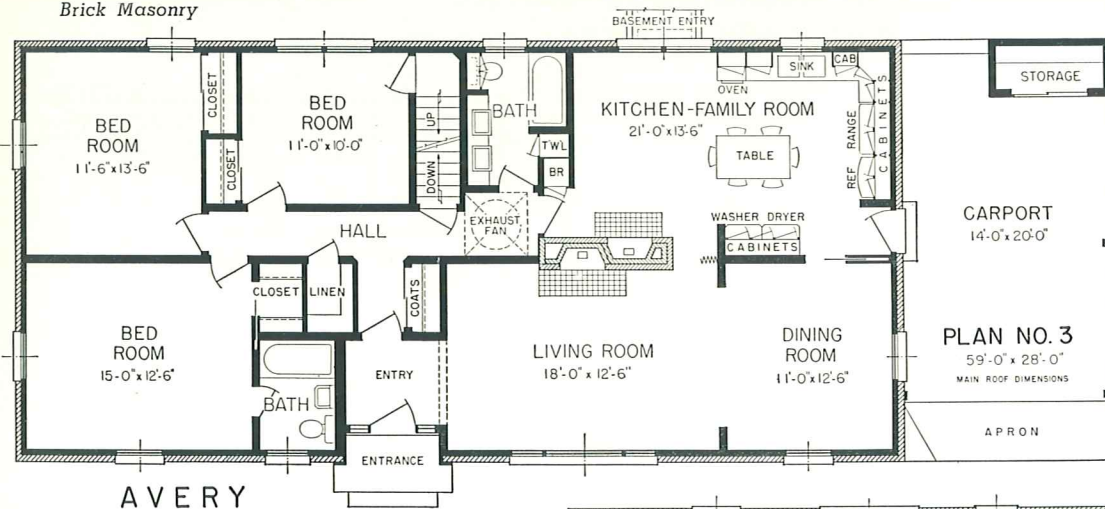
While the homes shown in this book are not identified with the individuals who created them, each plan was prepared by or under the direct supervision of currently Registered Architects.

And in most states where our books are distributed, we can furnish our plans under the seal and signature of a locally Registered Architect (if required by local building regulations) at small additional cost. Prices, particulars, and suggestions on request.





Brick Masonry



## The AVERY

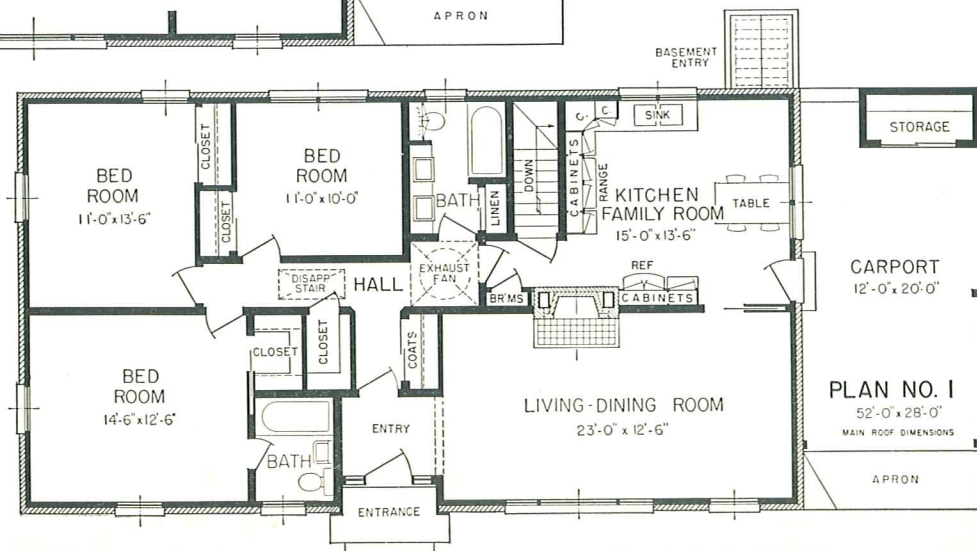
The arrangement of the Avery floor plans spell an abundance of comfort and convenience for active and enjoyable family life of young and old alike.

The handsome yet economical exterior seems to invite an entrance into a home that insures many pleasures.

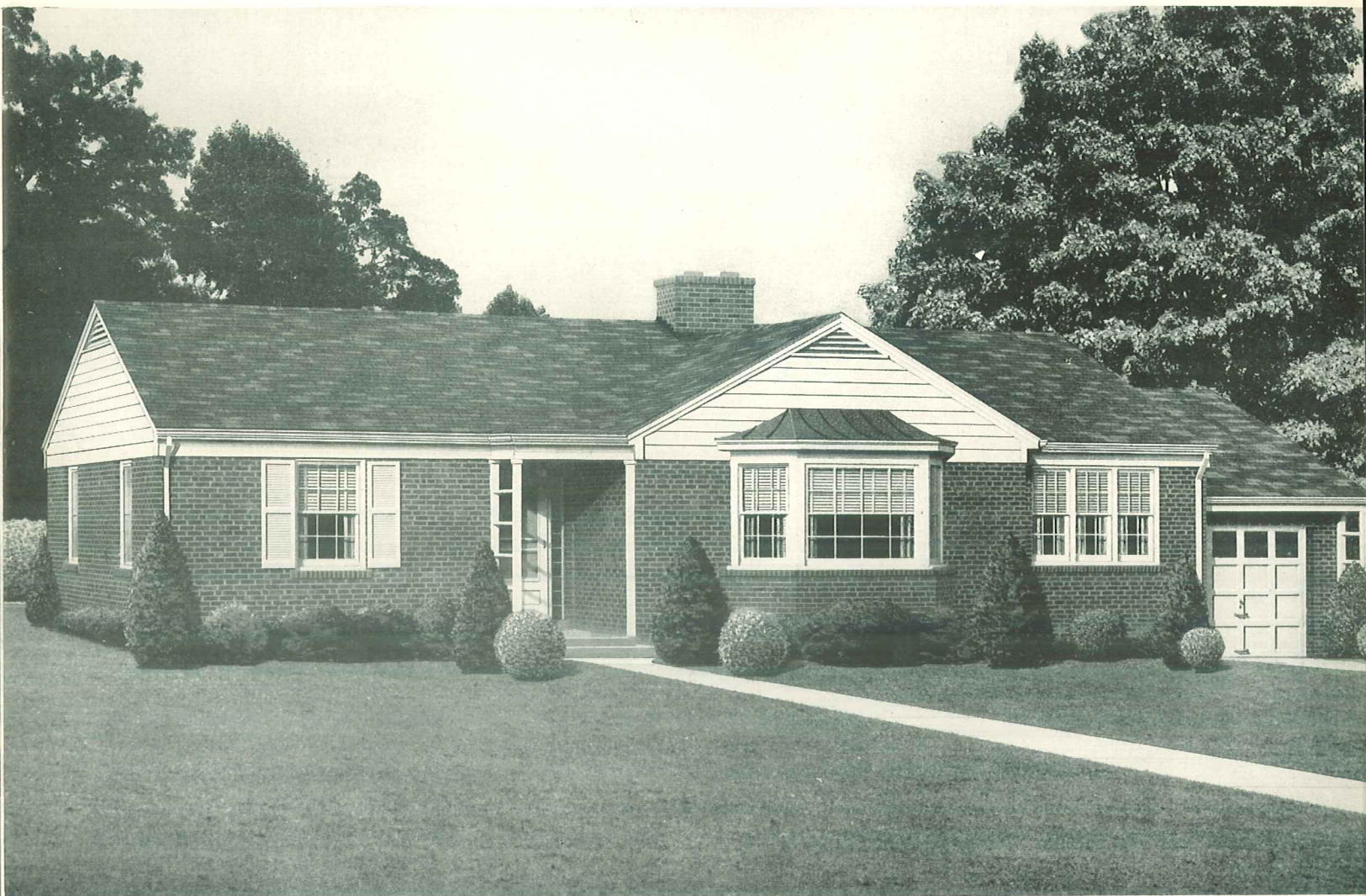
To help you select the right plan, we offer several books, a number of folders, and answers by mail.

From a practical point, however, the local distributor who sponsors this plan book will probably be your best source of information on construction costs, available loans, and reliable personnel to build these particular homes in your community.

He has expressed his interest in home-builders. We believe you will find his advice and suggestions most helpful.

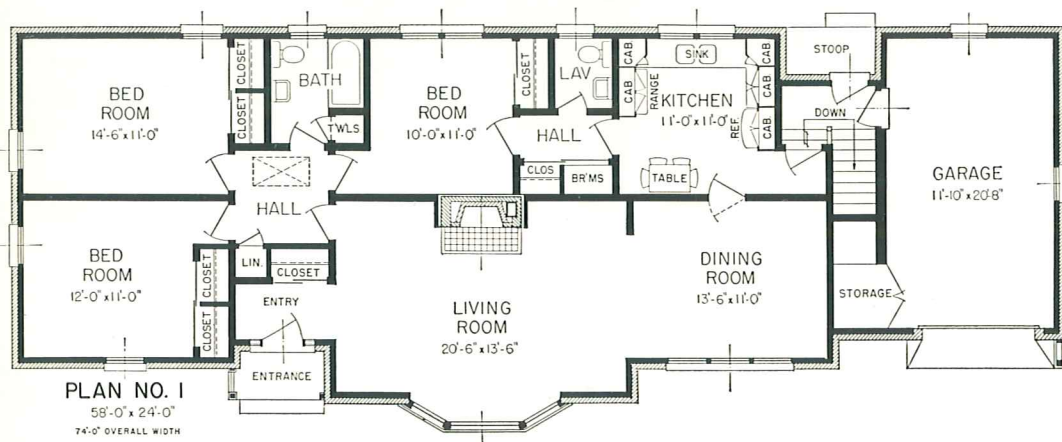






Brick Masonry

## The BRECKENRIDGE

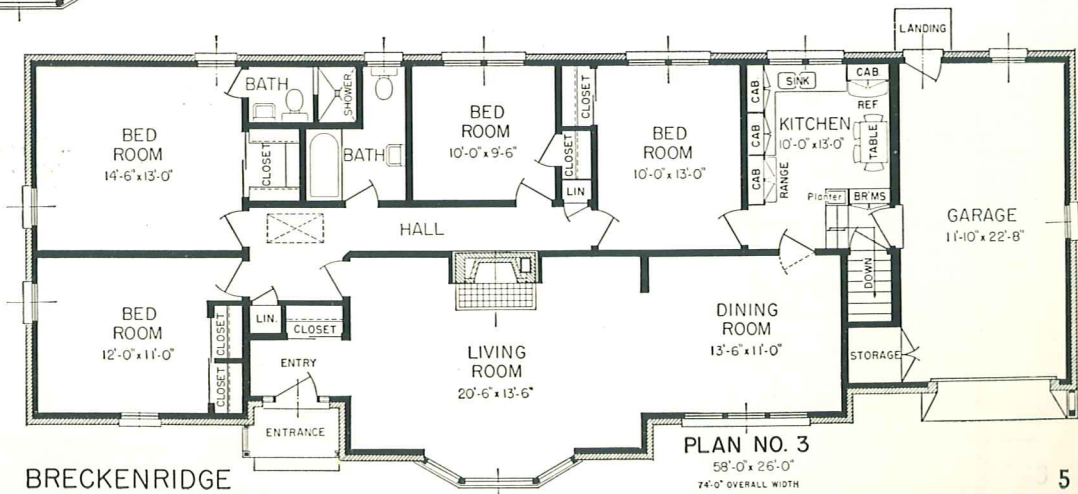


Visions of quiet and carefree living will guide and direct the many who choose to build such a home. There seems to be something about the BRECKENRIDGE to sooth today's tensions.

Adequate space in basement for 35-40 ft. Den, Recreation Room, or play area. Extra Fireplace or Indoor Grill may be included in main chimney.

All of our plans show 7-ft. basements, with either grade or inside and outside entrances. A few of our "Ranch" or "Rambler" type designs show 1/4th or 1/2 basements, due to the large foundation sizes.

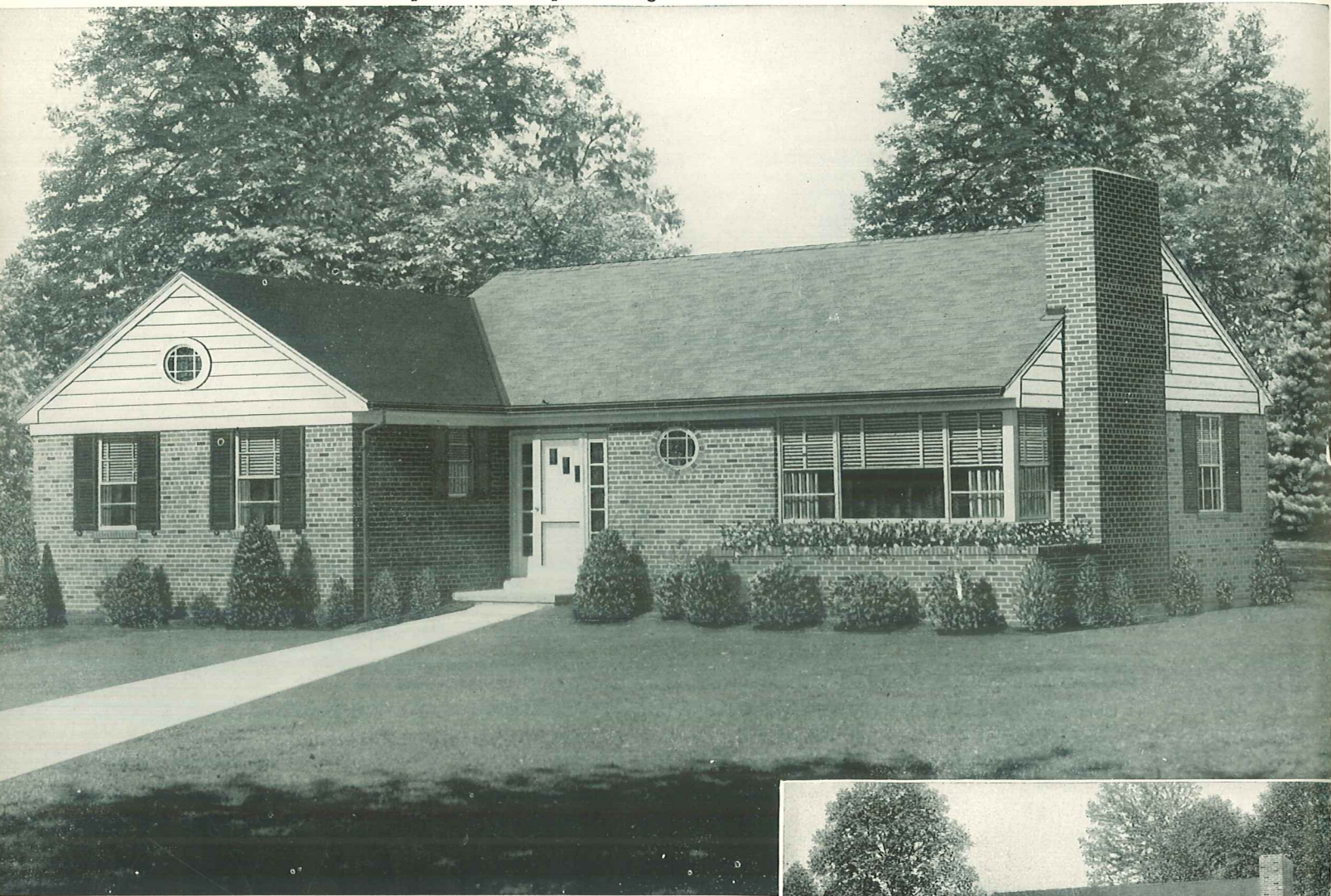
Since full basements for these designs have been requested so frequently, an alternate sheet for its construction has been included with the plans.



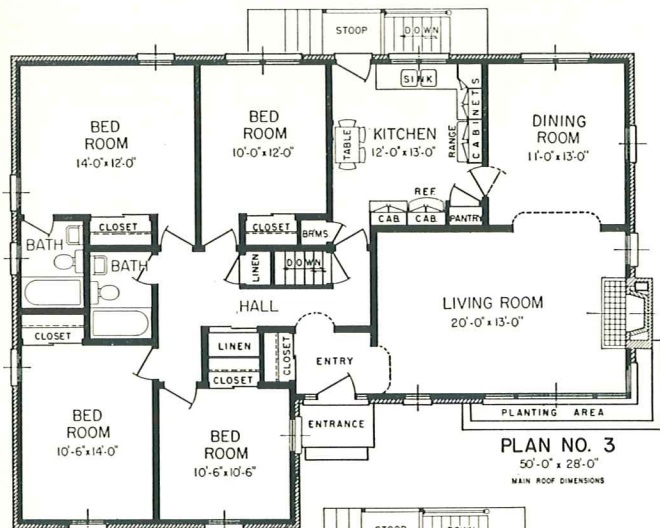
BRECKENRIDGE



For similar plans in this price range ask for "Better Homes at Lower Cost".



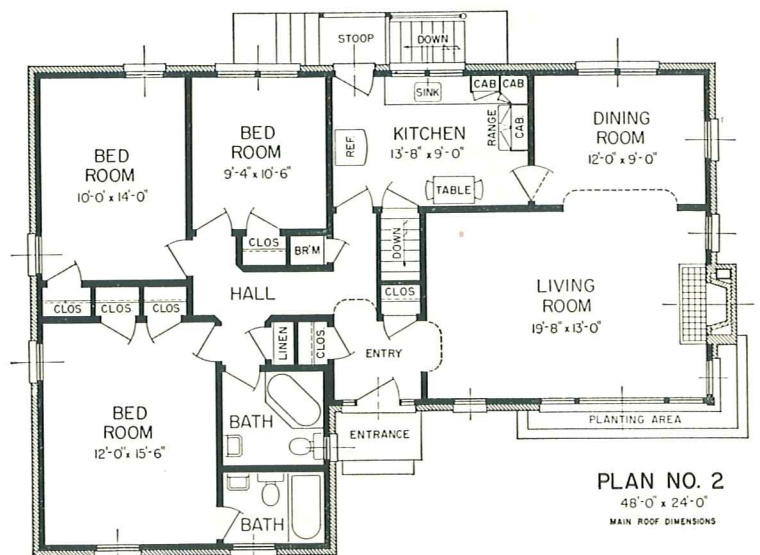
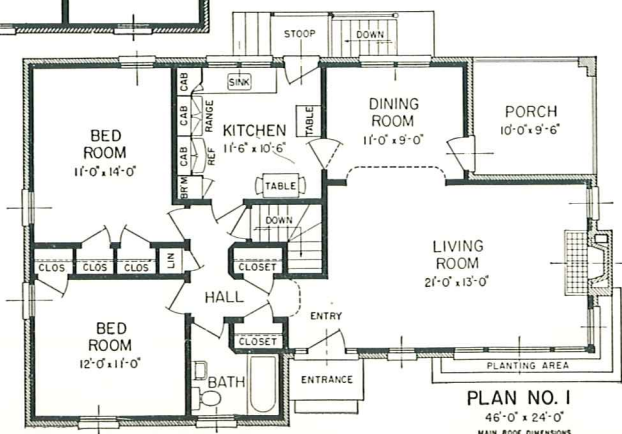
## THE DORCHESTER



Doubtless the daring new features of the Dorchester will double the desirability of its modern floor plan that portrays so clearly the feminine touch.



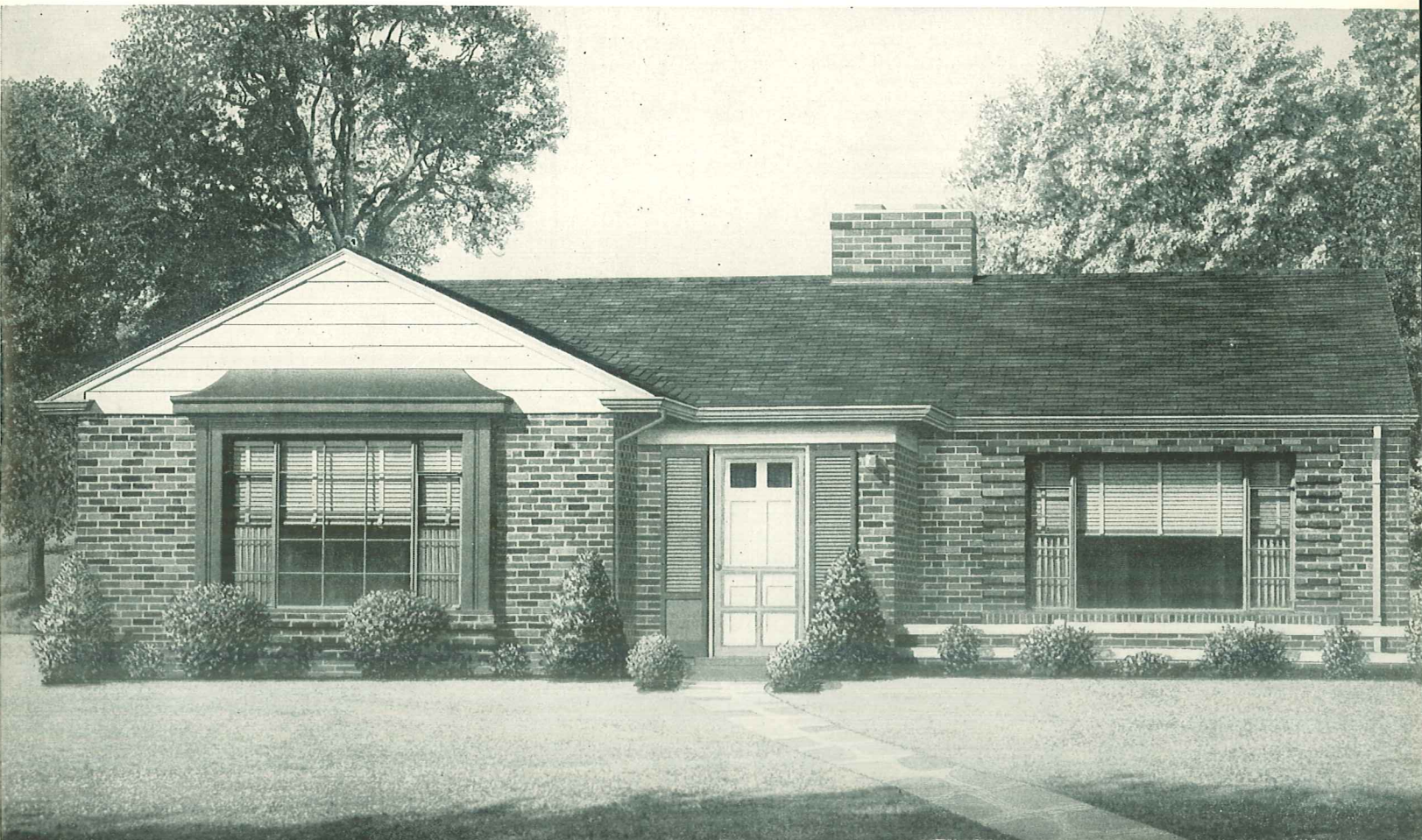
If above elevation is preferred, order the DENVER-R



DORCHESTER

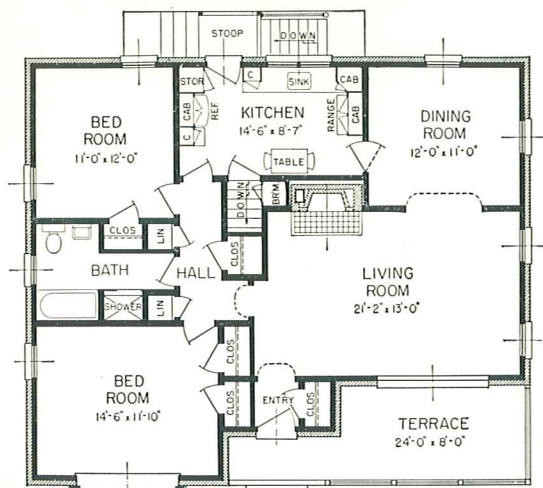


Constant Rent is like a Dripping Faucet; Home Payments like a Savings Account.



## The BRIARCLIFF

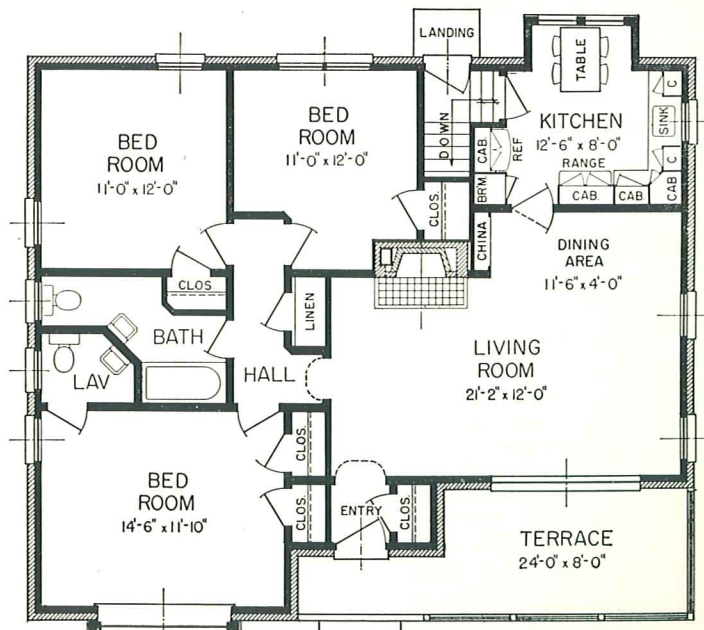
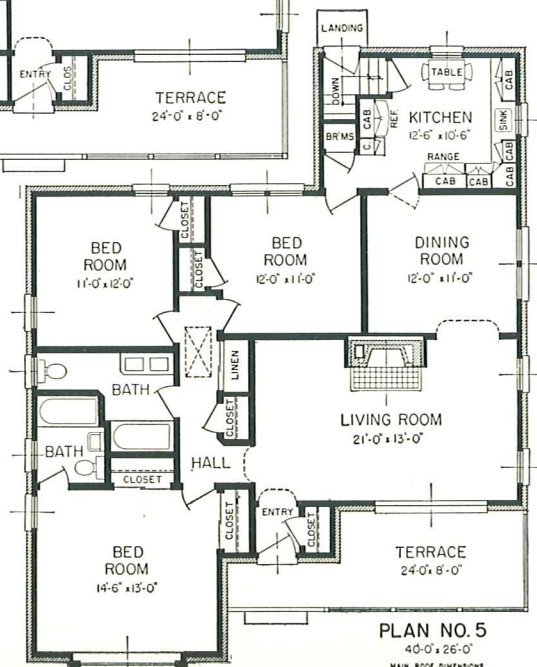
The Briarcliff brings out a home hunger that hangs on. And you will agree that the floor plans are arranged for Today and Tomorrow.



### BRIARCLIFF

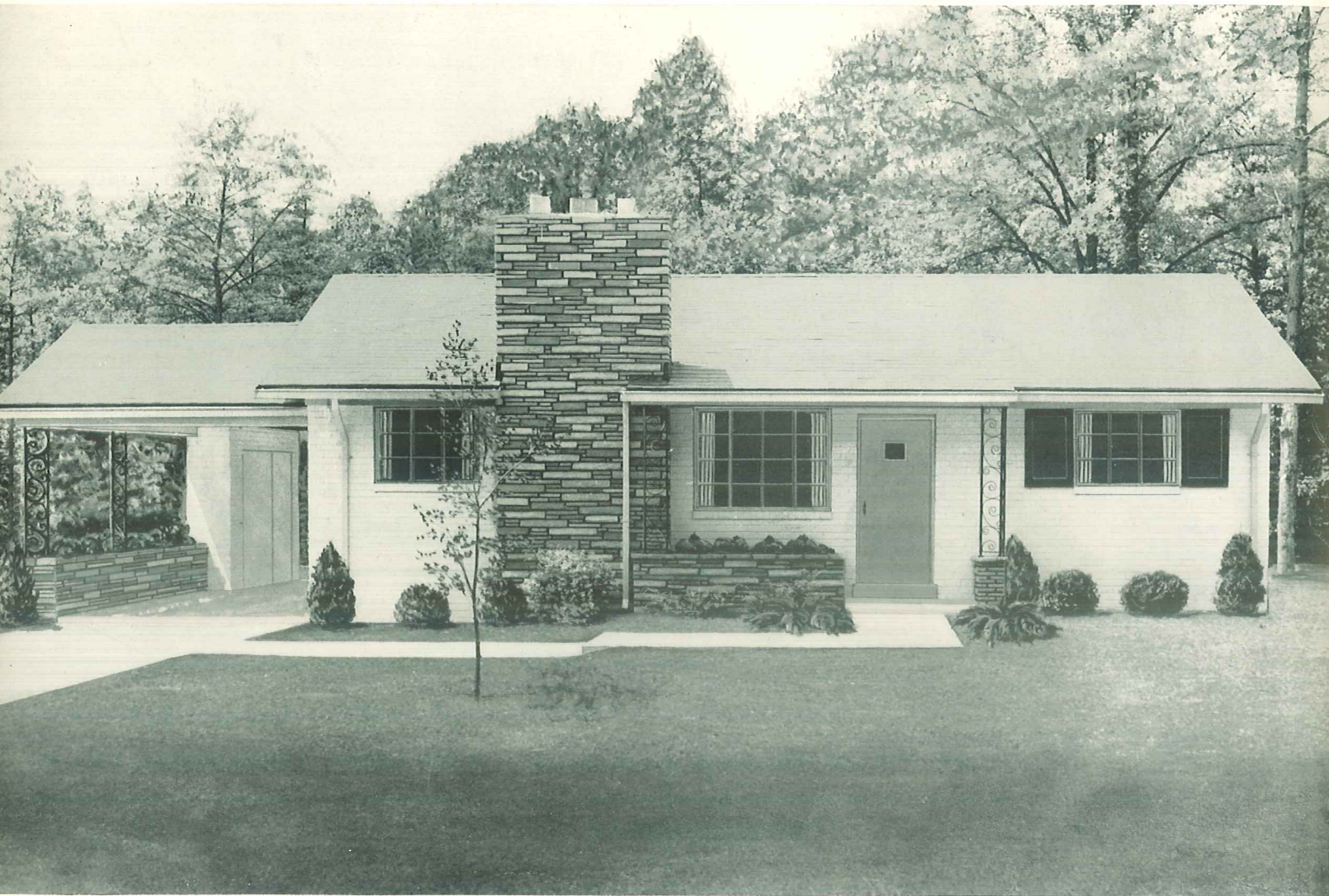
#### Other Plans Available

And the extra front shown as the Wendell-R was developed to help use them without producing sameness in a neighborhood.



### BRIARCLIFF



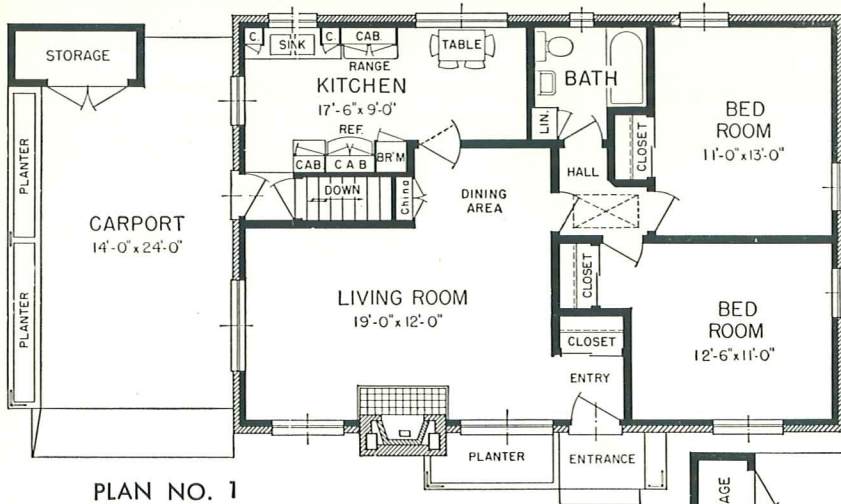


Painted Brick Masonry

## The WHITNEY

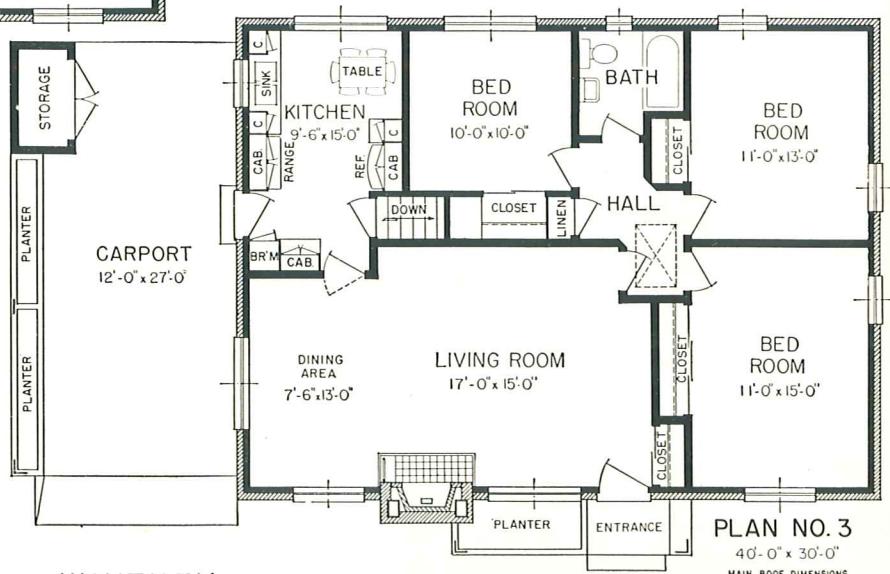
The WHITNEY seems to have added something entirely new in personal charm, hard to describe or separate into items, but most obvious when we view it as a home.

The choice of plans will help many to make this their "future address."



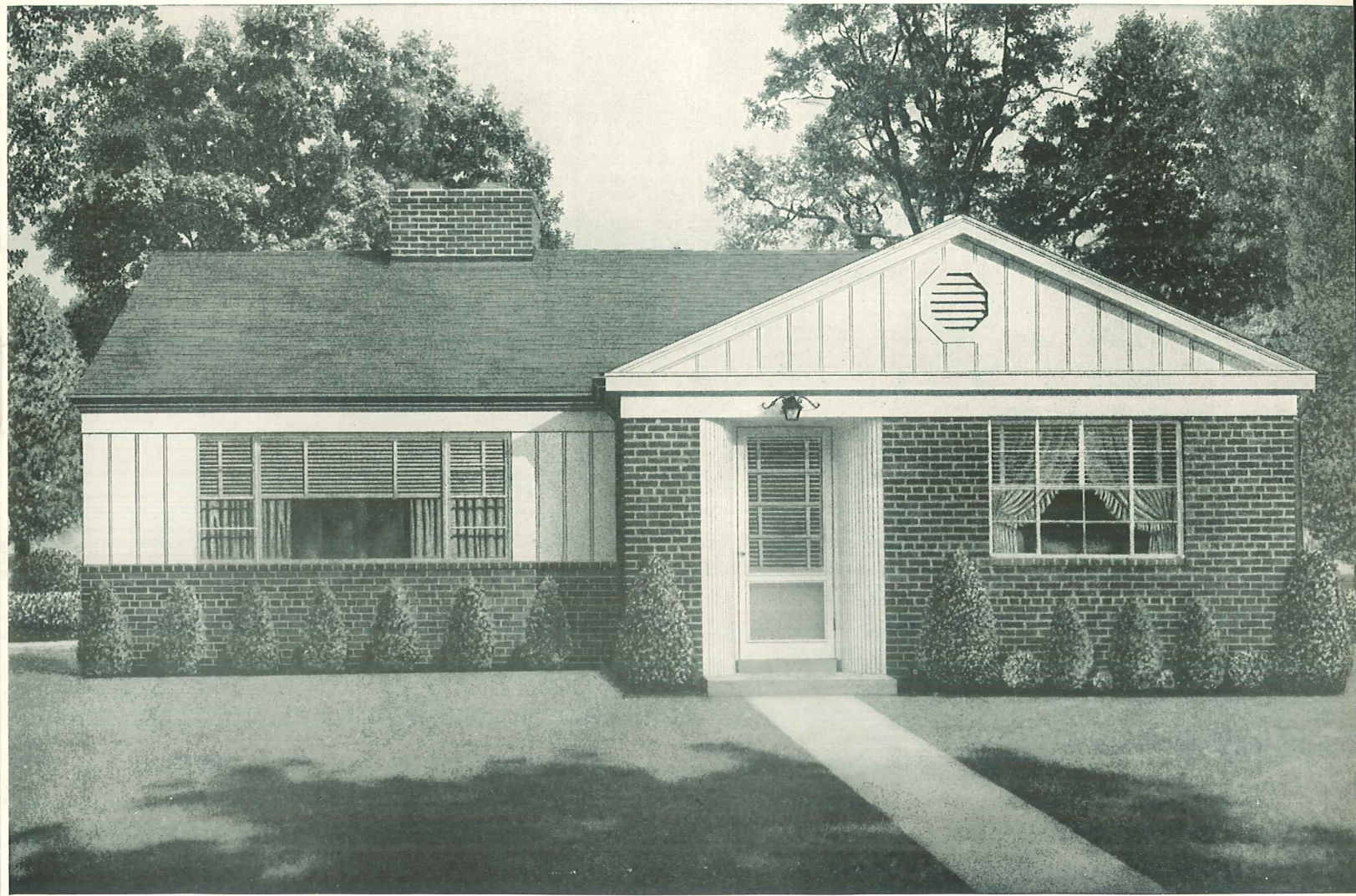
The extra flue from below, shown as it passes the Living Room fireplace, and after it goes out the top of the chimney, is for the Basement fireplace or grill.

With proper layout for future development, a "king size" Recreation Room, or delightful Den and separate play area, as well as work shop, lavatory, storage and utilities may be provided



WHITNEY



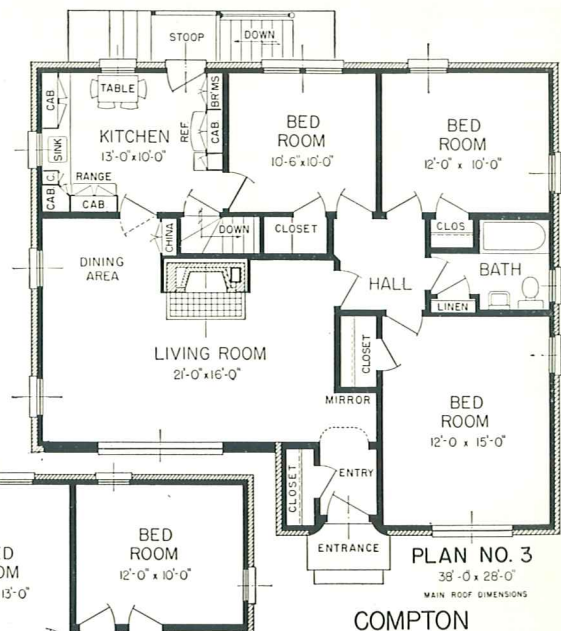
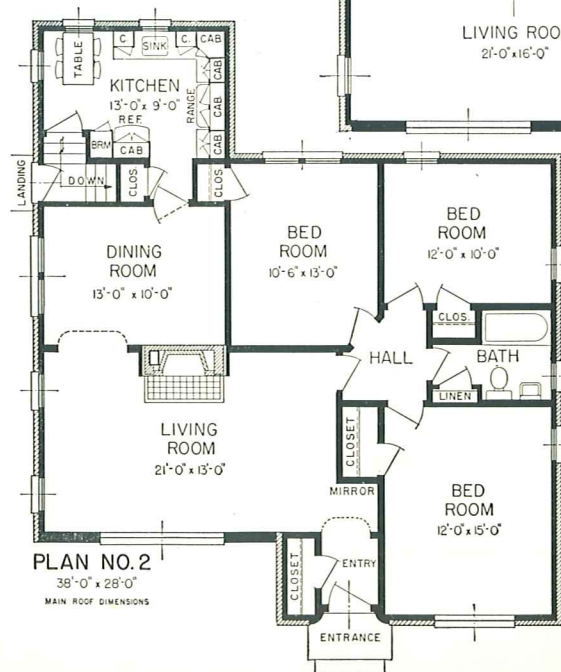
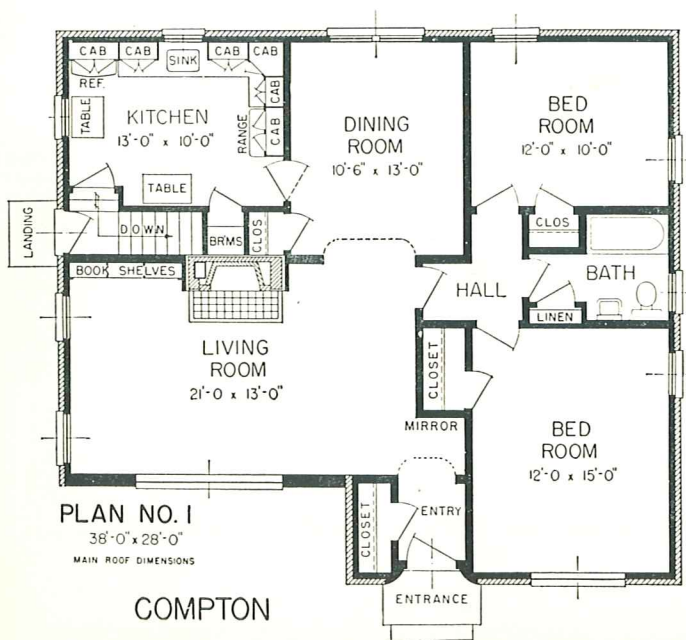


Brick Masonry

## The COMPTON

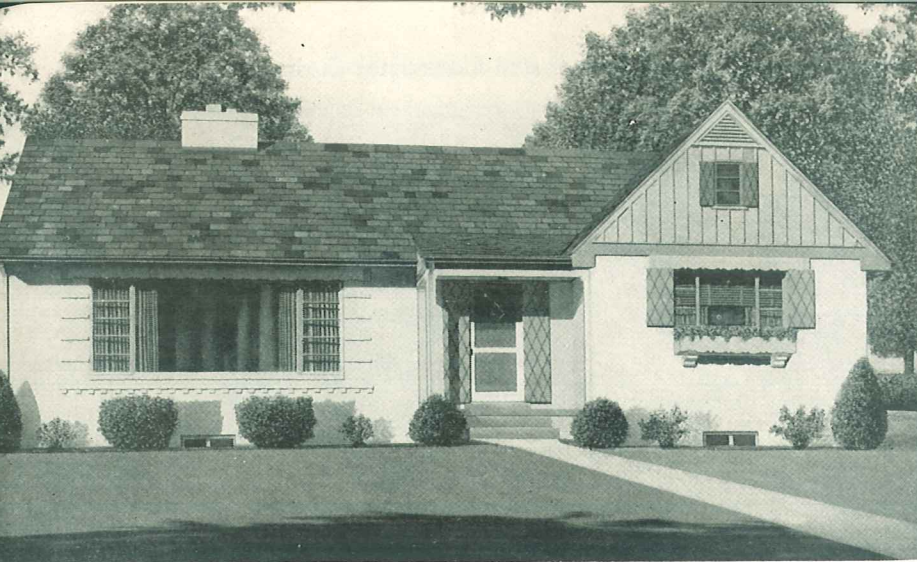
The Compton will compare favorably with many homes priced far beyond its cost. Furthermore, its floor plans offer every comfort to be found in homes of much larger dimensions.

For a 3 Bedroom Plan with 2 Baths, similar in room size and arrangement to Plan No. 2, ask for Plan No. 5, 40'-0" x 28'-0".



Plans can be furnished for Frame, Brick Masonry or Brick Veneer wall construction, see page 2, or Order Card.

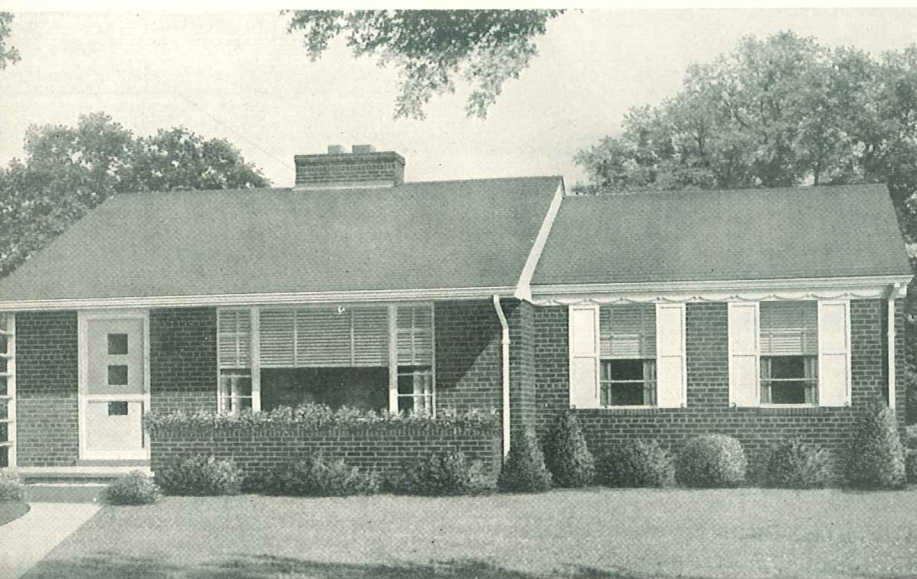
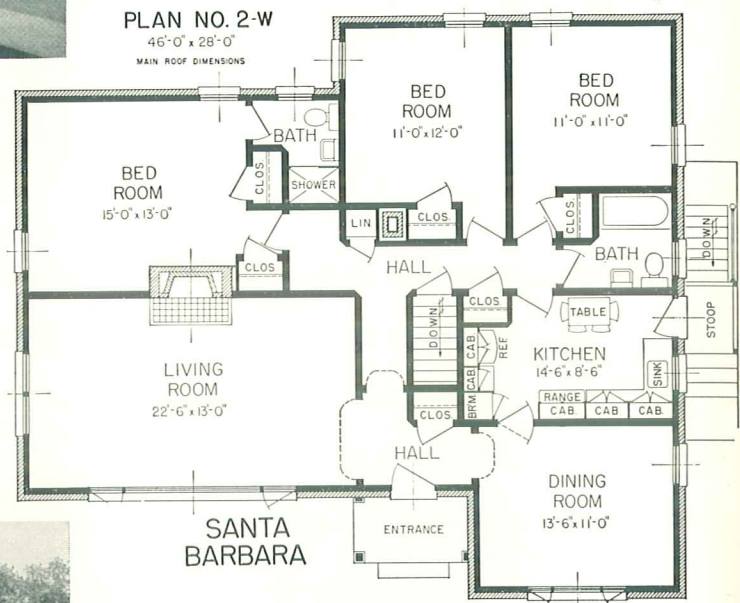
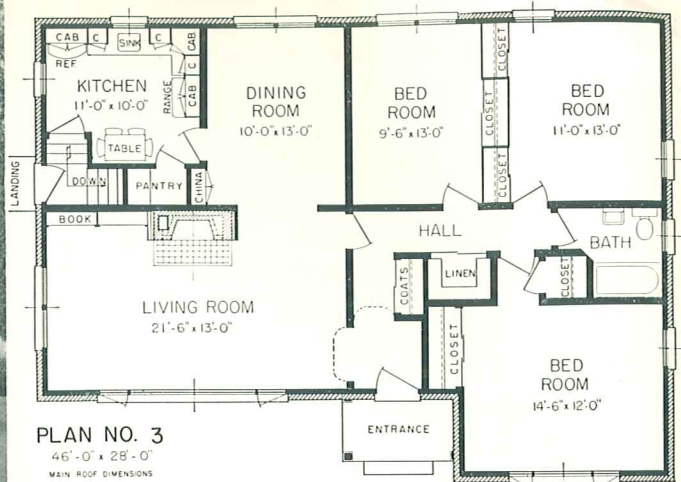




## The SANTA BARBARA

Here in the SANTA BARBARA is satisfaction, beauty and loveliness at a satisfactory price. Here our architects and artists joined in offering a landmark for the ages.

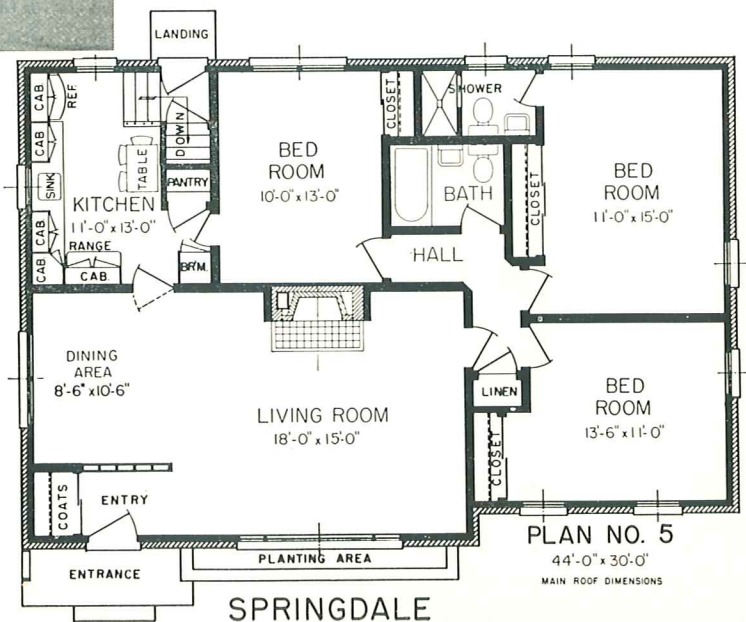
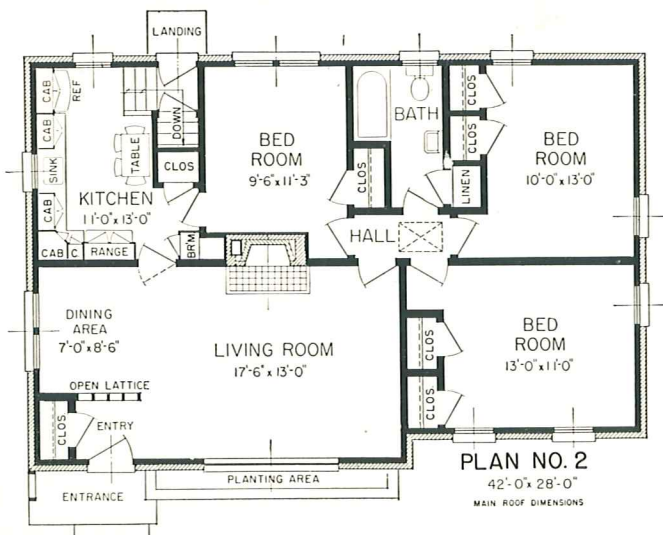
Both plans provide adequate space in the basement for almost unlimited recreation area, fireplace, lavatory, laundry, and utility space.



## The SPRINGDALE

Many homes have been built within the cost range of the SPRINGDALE, but few are endowed with its naturally developed beauty of design. The planting area will be a source of real joy to those blessed with a "green thumb."

"Up to the minute" floor plans meet the challenge of this delightful exterior.



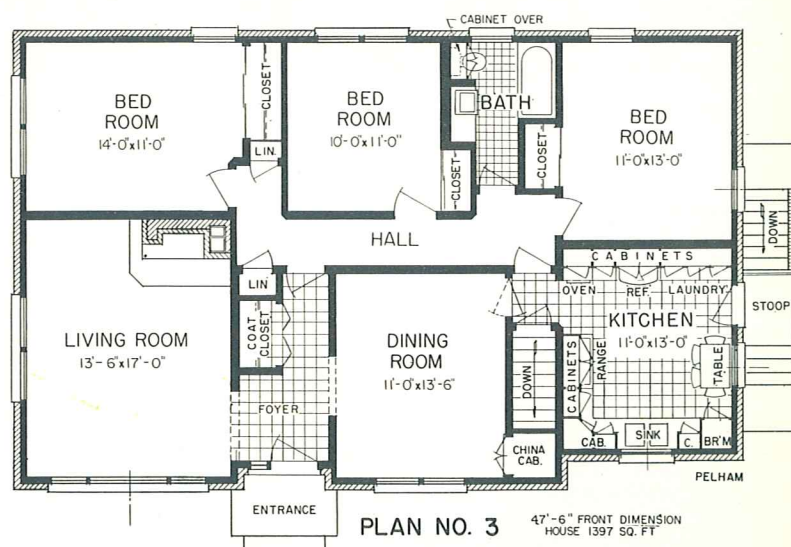
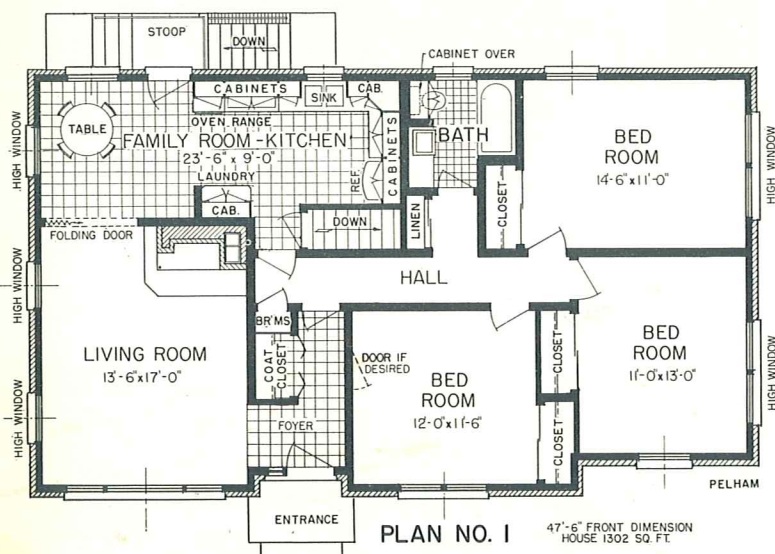




## THE PELHAM

Brick Masonry

The beauty and individuality incorporated into the PELHAM, coupled with excellent floor plans, creates an outstanding, distinctive and desirable home.



### PLAN PRICES

Complete Plans for any design as illustrated, including specifications, material list and contractors' estimating form.—\$20.

Additional Plans, provided all of the sets ordered are for use in the construction of one house, per set.—\$5.

Plans with room arrangement reversed from left to right, to fit your lot, additional charge.—\$5.

Plans shown in brick changed to frame, or frame changed to brick, additional charge.—\$5.

Plans for brick veneer over frame wall construction, additional charge.—\$5.

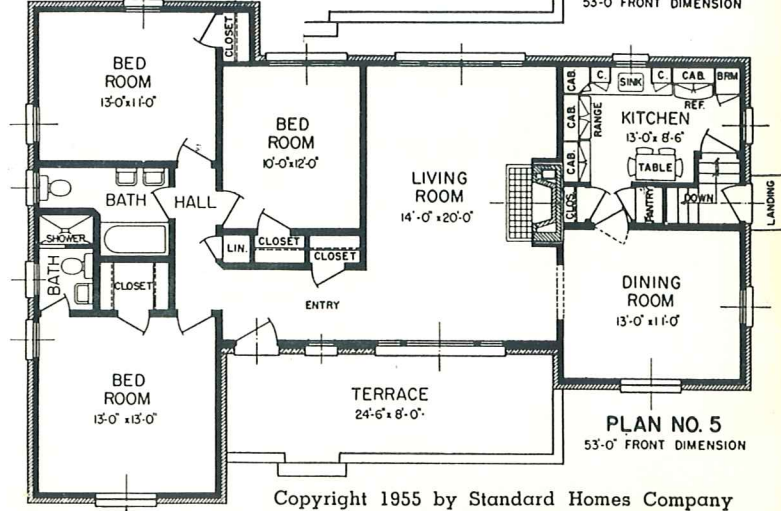
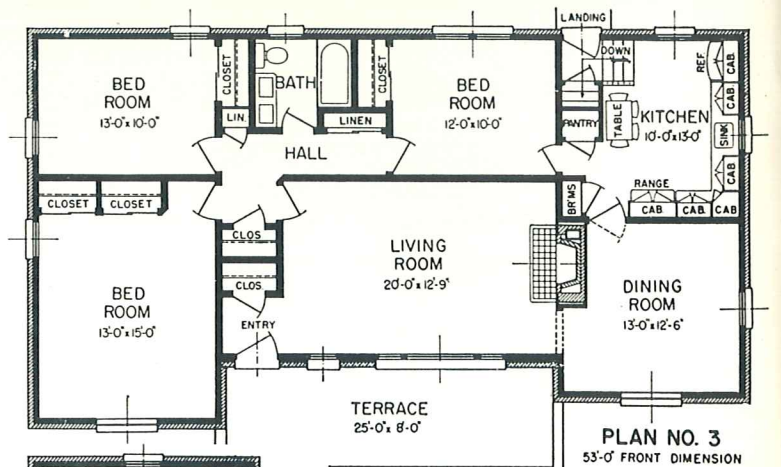
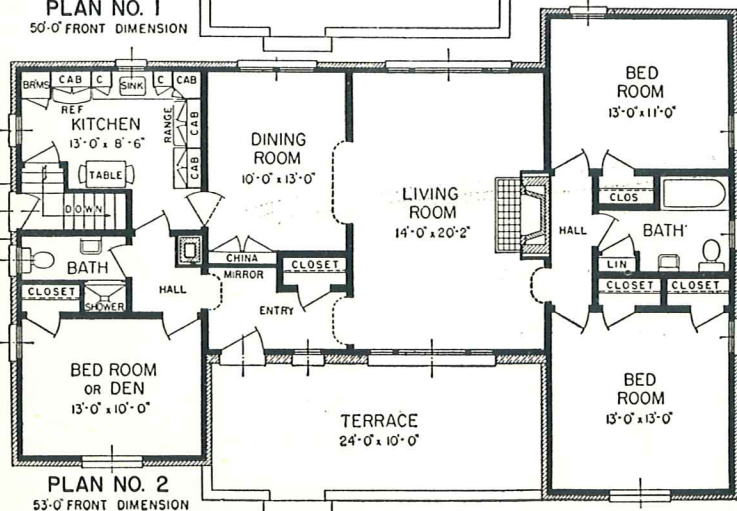
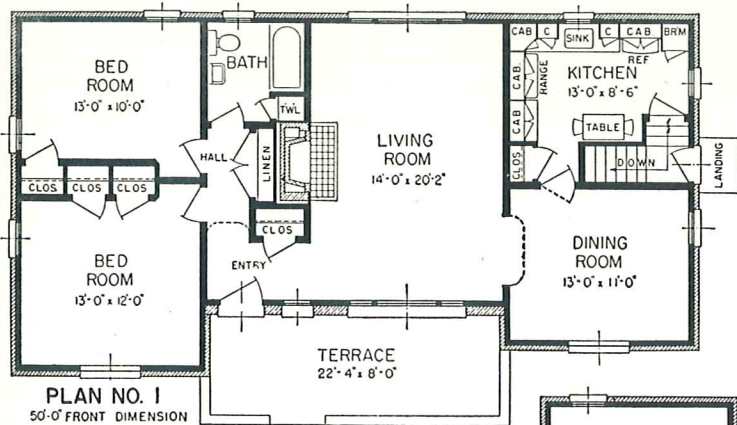
To insure prompt receipt of correct plans, give Name of house, Plan number, brick, frame, or brick veneer over frame.

Print plainly name and complete address—Plans mailed "Special Handling" the day order is received.

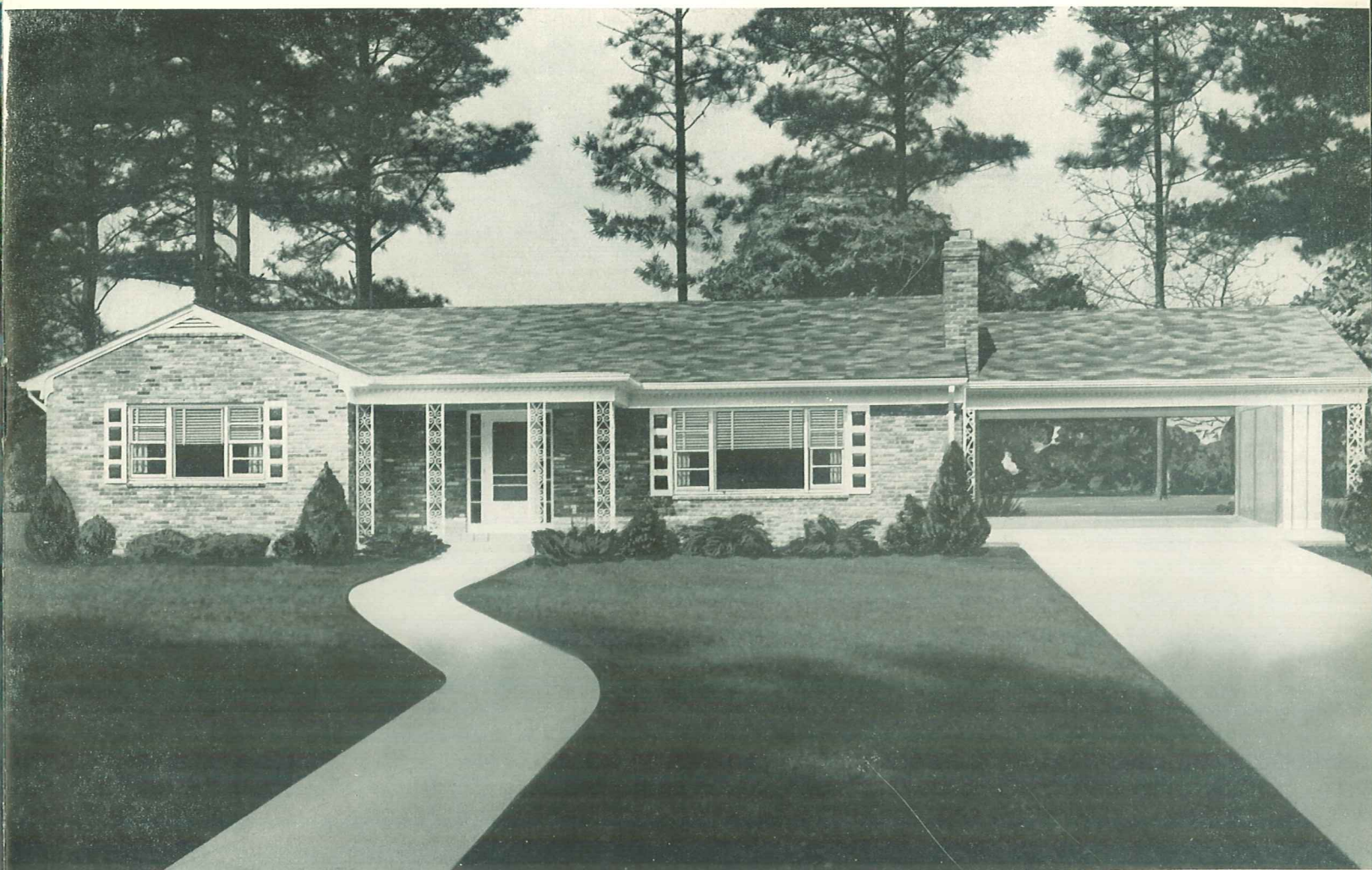




## The CASTLE ROCK





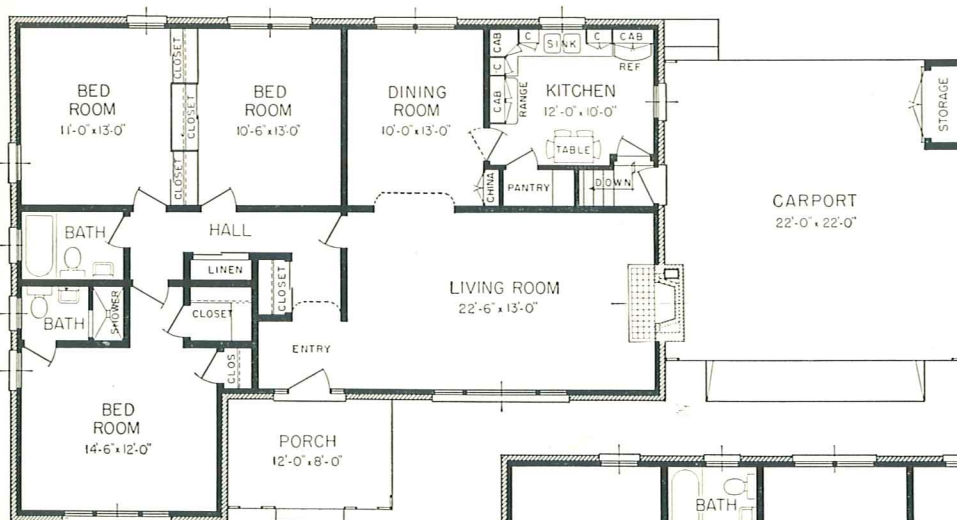


Brick-Masonry

## THE MONTGOMERY

Homes like The Montgomery are usually constructed in the suburbs by those whose natures lead them away from the crowded districts, limited space and unlimited noises; but this home is strictly practical, and its dignity is undeniable in any community.

For a "Family-Room" plan, and a picture in color, see cover.

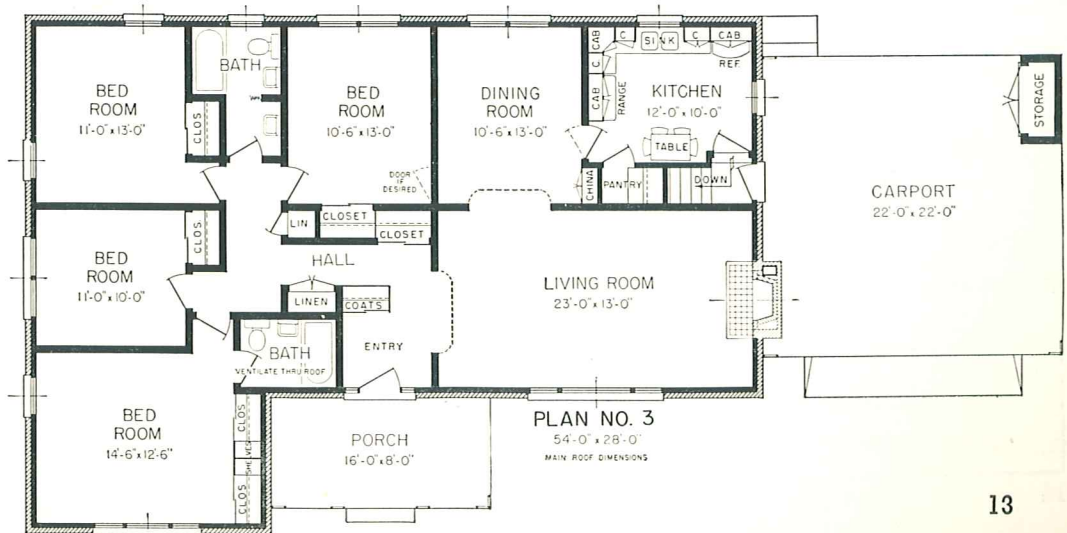


PLAN NO. 1  
48'-0" x 28'-0"  
MAIN ROOF DIMENSIONS

MONTGOMERY

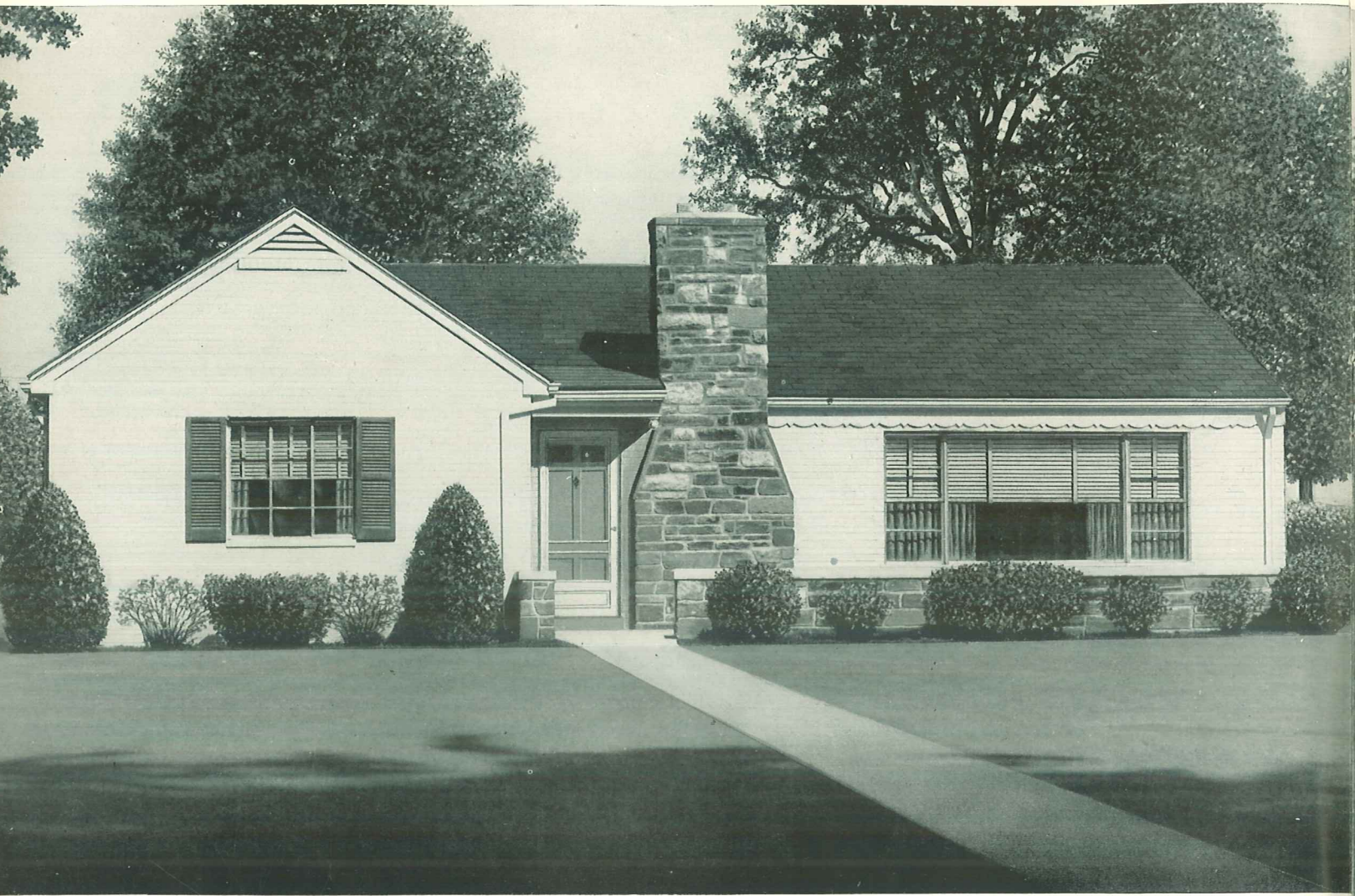
### COST OF HOMES

Write for information on the cost of homes shown. Labor differs in the various towns, but we will be glad to give the approximate cost of materials delivered on your lot.



PLAN NO. 3  
54'-0" x 28'-0"  
MAIN ROOF DIMENSIONS

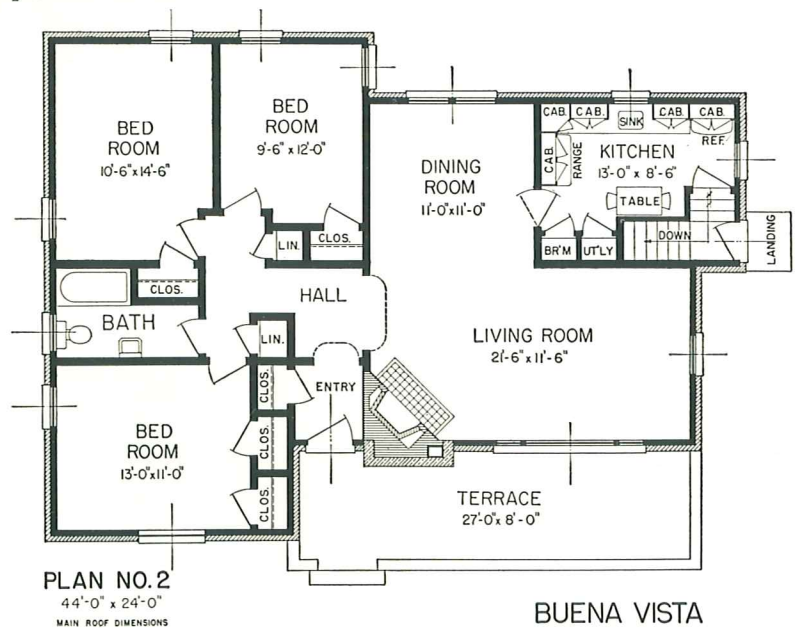
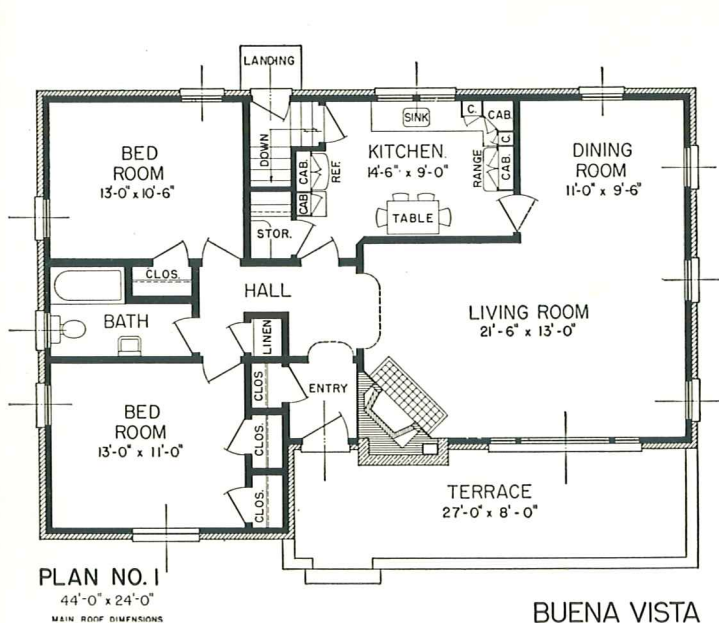




Painted Brick-Masonry

## The BUENA VISTA

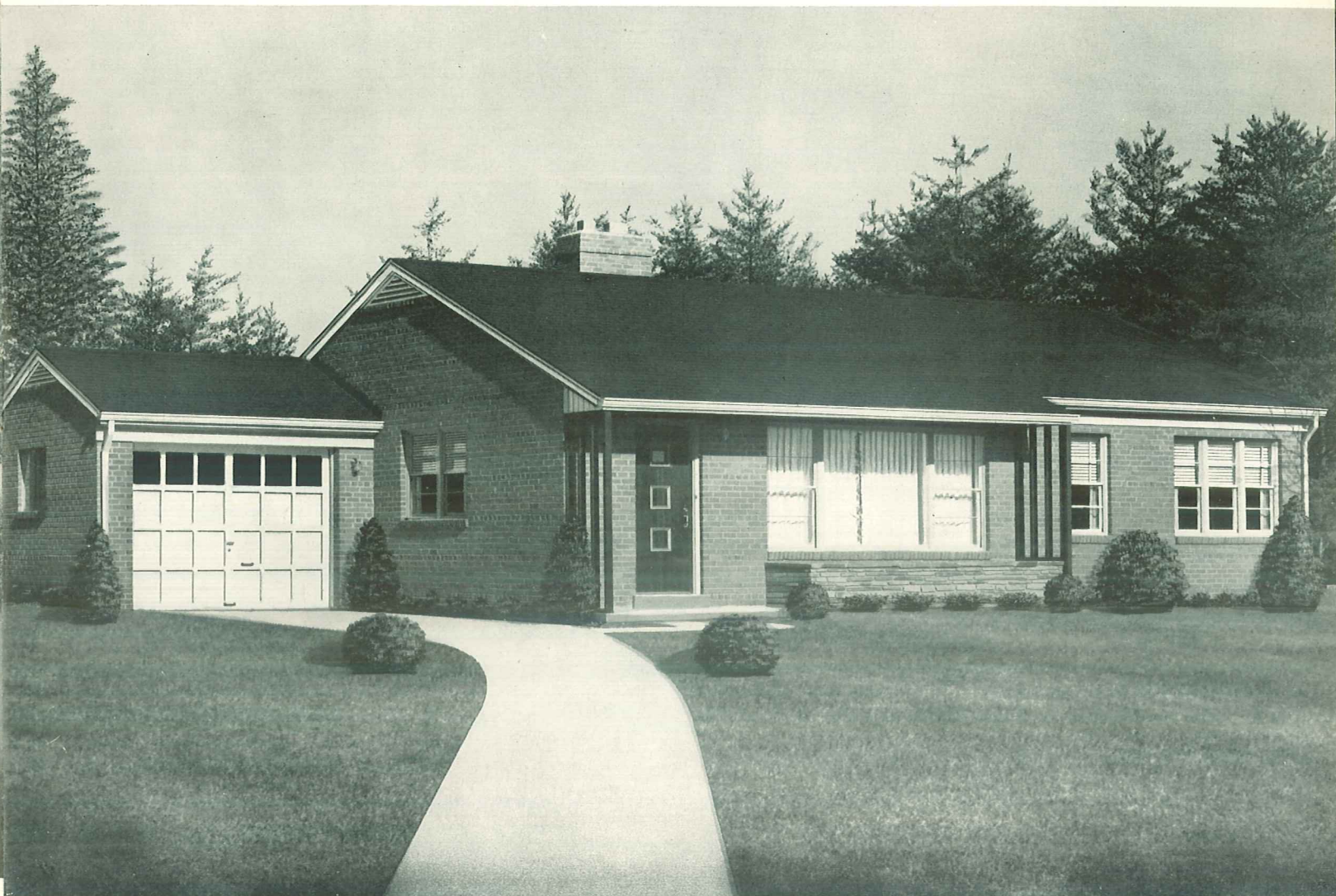
Thousands of hearts will go out at once to the Buena Vista because of the vast improvement it offers in the "Ranch" or "Rambler" type. Only the economy of standardized construction can be anticipated on a design of such grandeur, but its unusual balance and beauty will beckon to every home lover.



Other Plan Books for Those Who Want to Build Homes at First Cost.

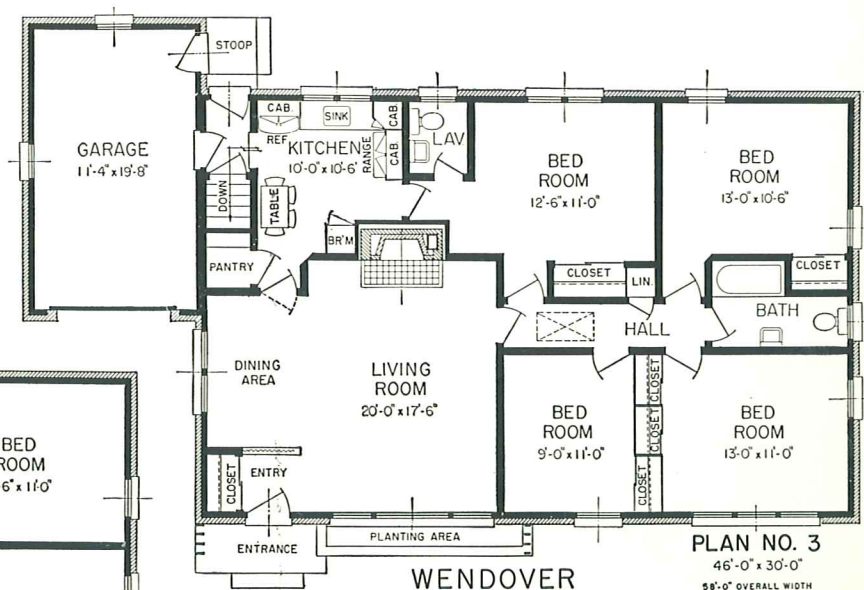
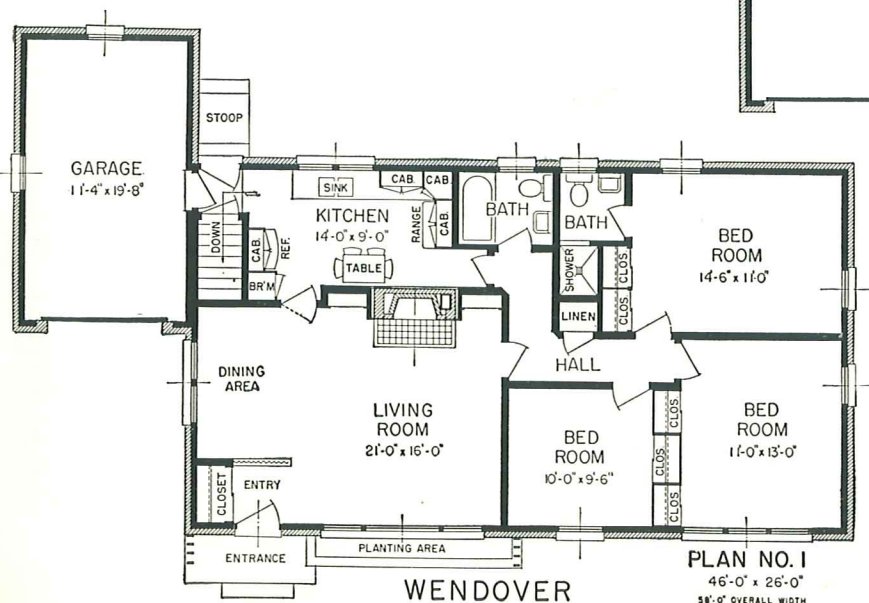
Better Homes at Lower Cost . . 60c; Custom Designed Homes of Color . . 75c; Both for \$1.00  
For those substituting "sweat equity" for Down Payment, Homes You Can Build Yourself . . . 50c





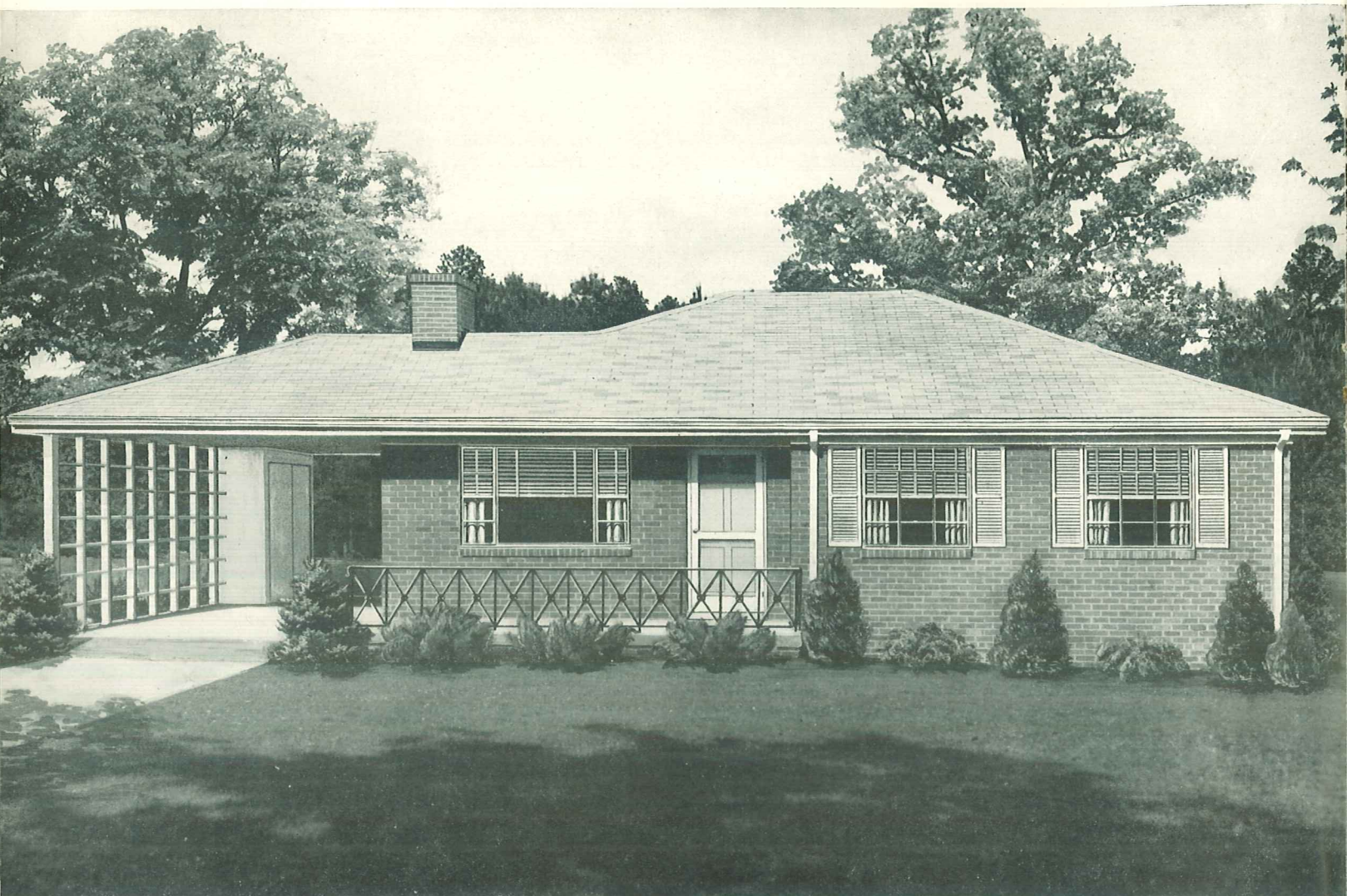
## The WENDOVER

The first step in the path of progress is to fix in the mind a clear vision of better condition, better surroundings and a better place for normal and unhampered growth. In no other place can a family so well realize this desired freedom as in a home of their own—such, perhaps, as the Wendover. The inclusion and convenient location of the garage acknowledges the importance of the family car as the means of making our modern mode of living both comfortable and possible.

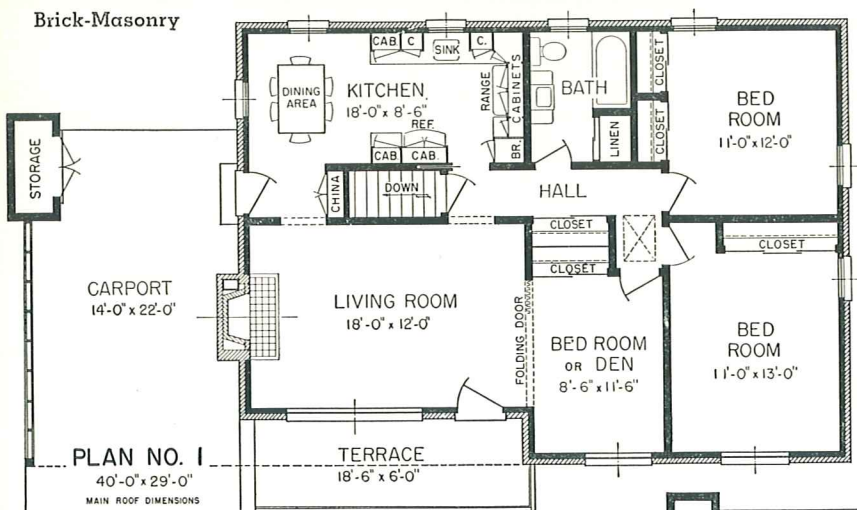


Plan No. 3 offers 4 Bed Rooms on a "3 Bed Room Budget." Economically planned, but not minimum in proportions or appointments, it was designed within a space, and the cost, of some 3 Bed Room Homes. Its merits demand careful consideration.





Brick-Masonry

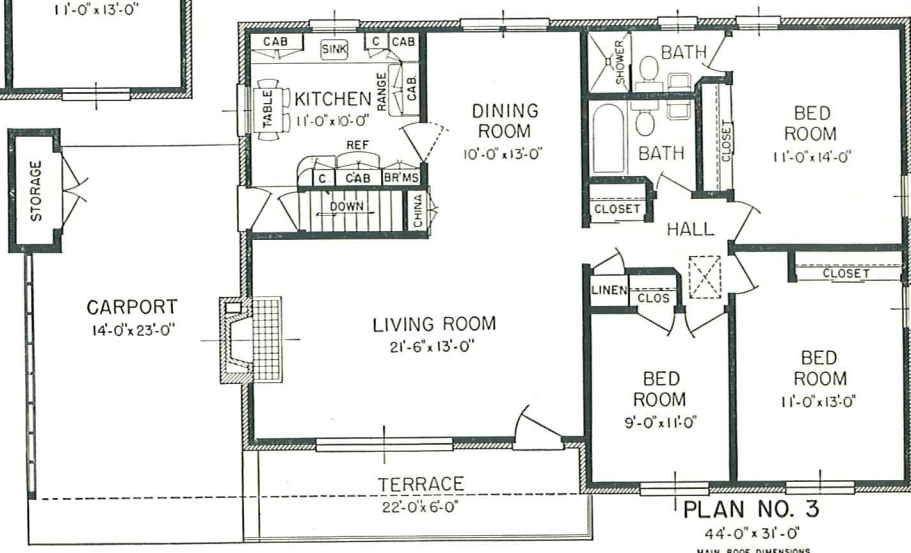


#### GARAGES AND BREEZEWAYS

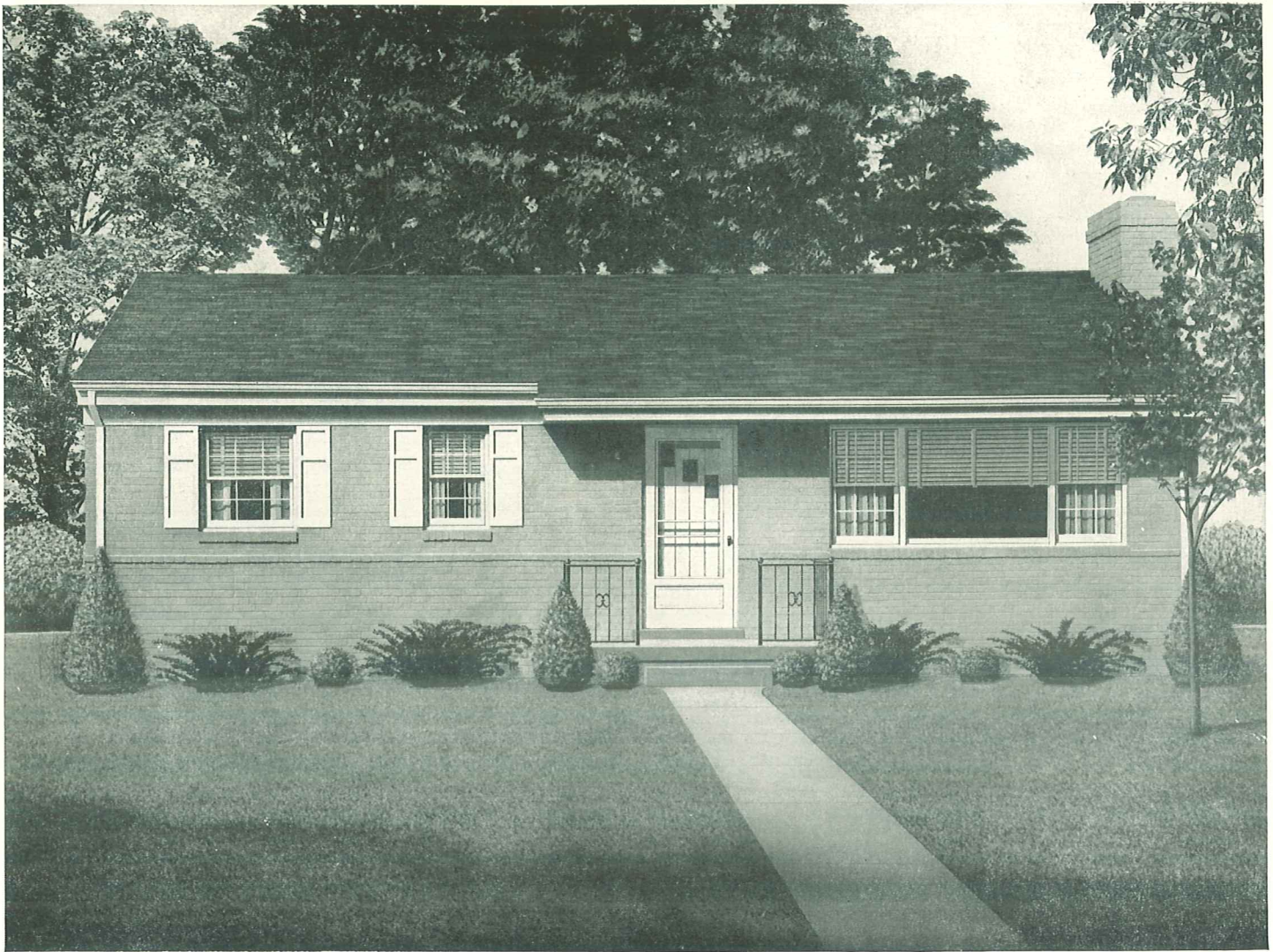
These additions in many instances enhance the beauty and value of your home—serve a very useful purpose and permit full utilization of your home site to the best advantage. As an extra service to our customers, we have prepared plans for Garages and Breezeways which are adaptable to many of the house designs shown in this plan book, as well as homes already built. Complete plans, elevations and details only \$5.00. Write for illustrated sample sheet.

### The MARION

Selfishness seldom strangles the man whose pride and ambition lead him to build a home of the Marion design. Pride in one's home is the fire that kindles power for success. This design follows the modern architectural trend toward simple beauty and living convenience in every respect—a home any man can be justly proud to own.





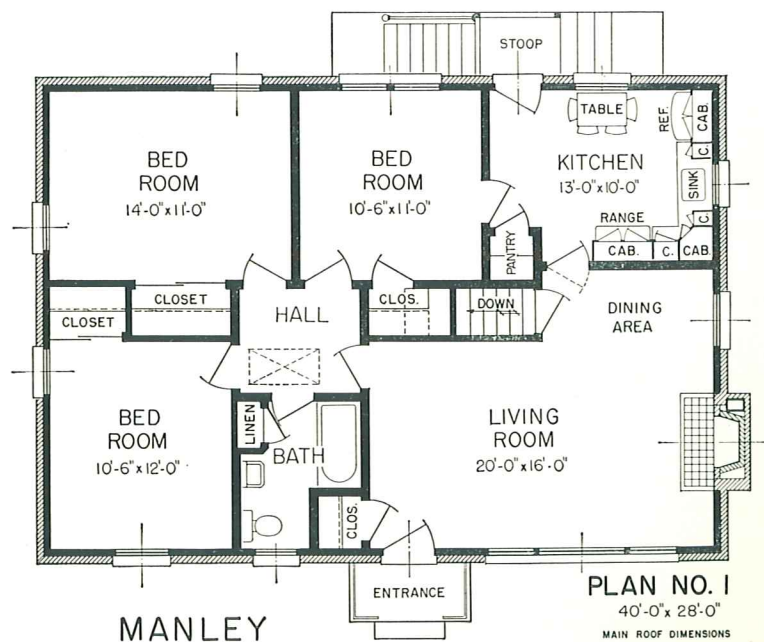
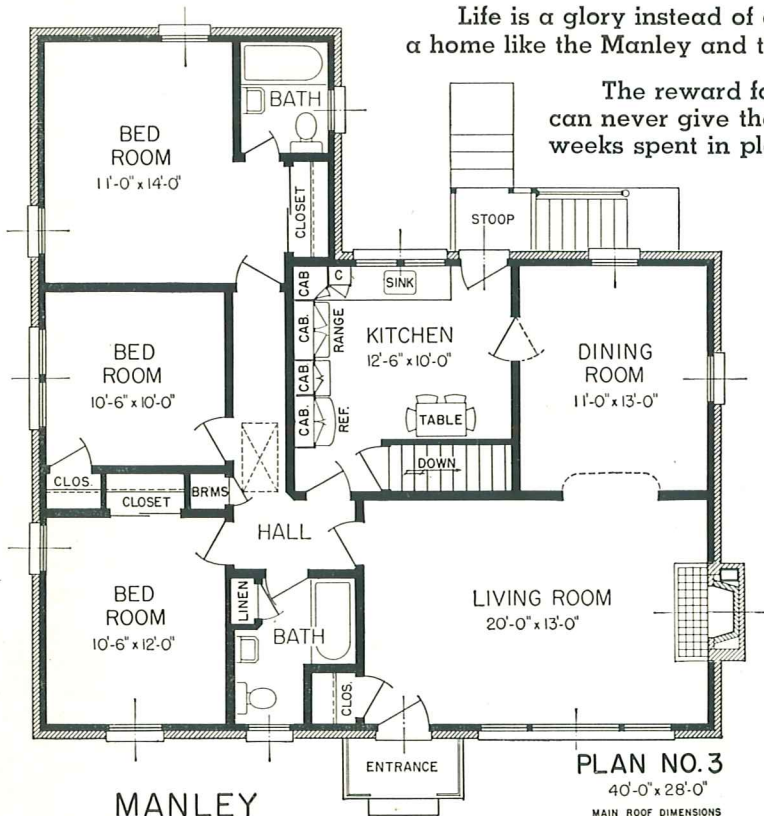


## The MANLEY

Brick-Masonry

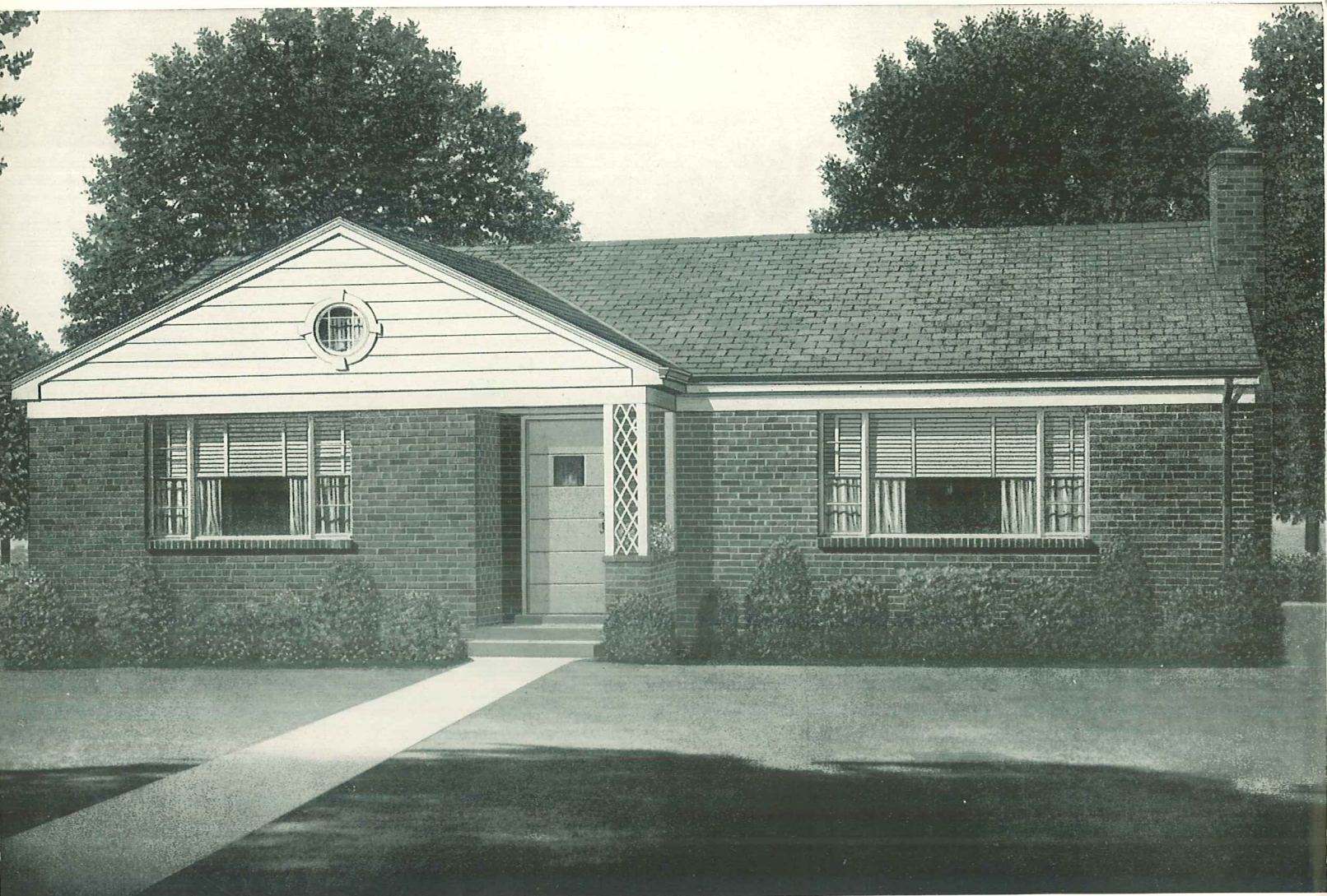
Life is a glory instead of a grind to those who are monthly placing their earnings on a home like the Manley and their spare time in beautifying the lawn and garden.

The reward for a thing well done is to have done it. Homes built by others can never give the inner satisfaction which comes as the reward for hours and weeks spent in planning and building a home which satisfies your ideals.



Our Standard Specifications Cover Every Item of Cost from Foundation to Roof, and give the inexperienced builder a new conception of good construction.

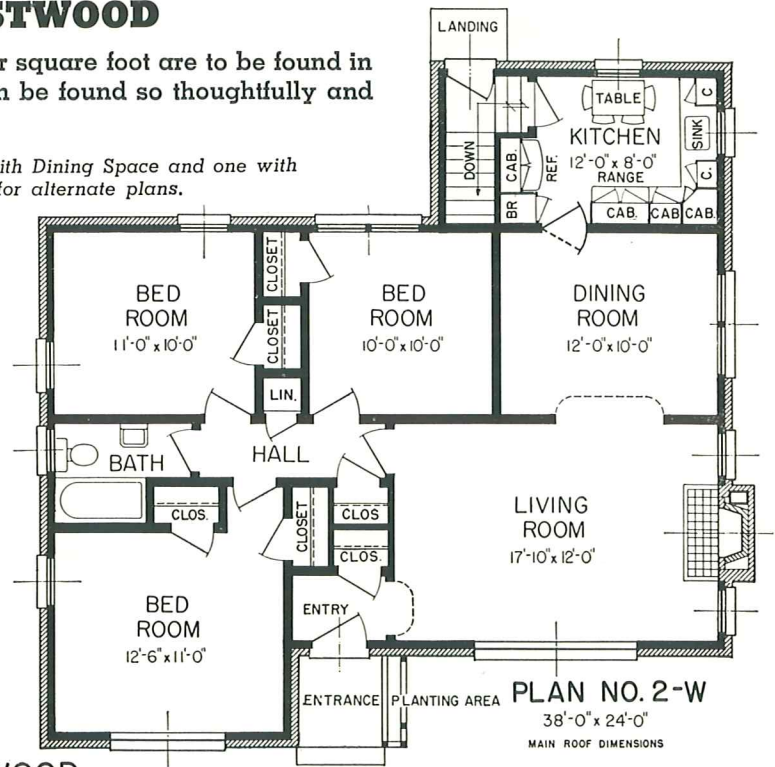
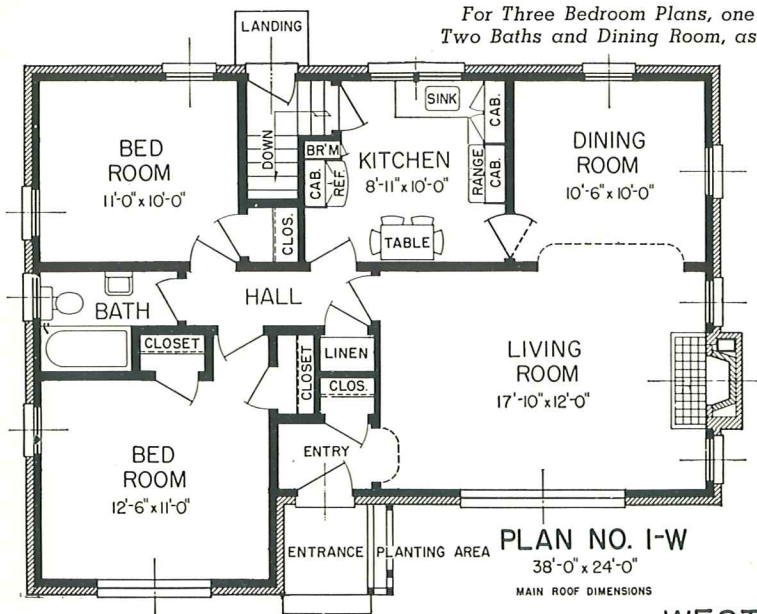




## THE WESTWOOD

A lot of home per dollar and a lot of home comforts per square foot are to be found in The Westwood. Where else could such staunch construction be found so thoughtfully and completely coupled with the modern and the practical?

For Three Bedroom Plans, one with Dining Space and one with Two Baths and Dining Room, ask for alternate plans.



## WESTWOOD

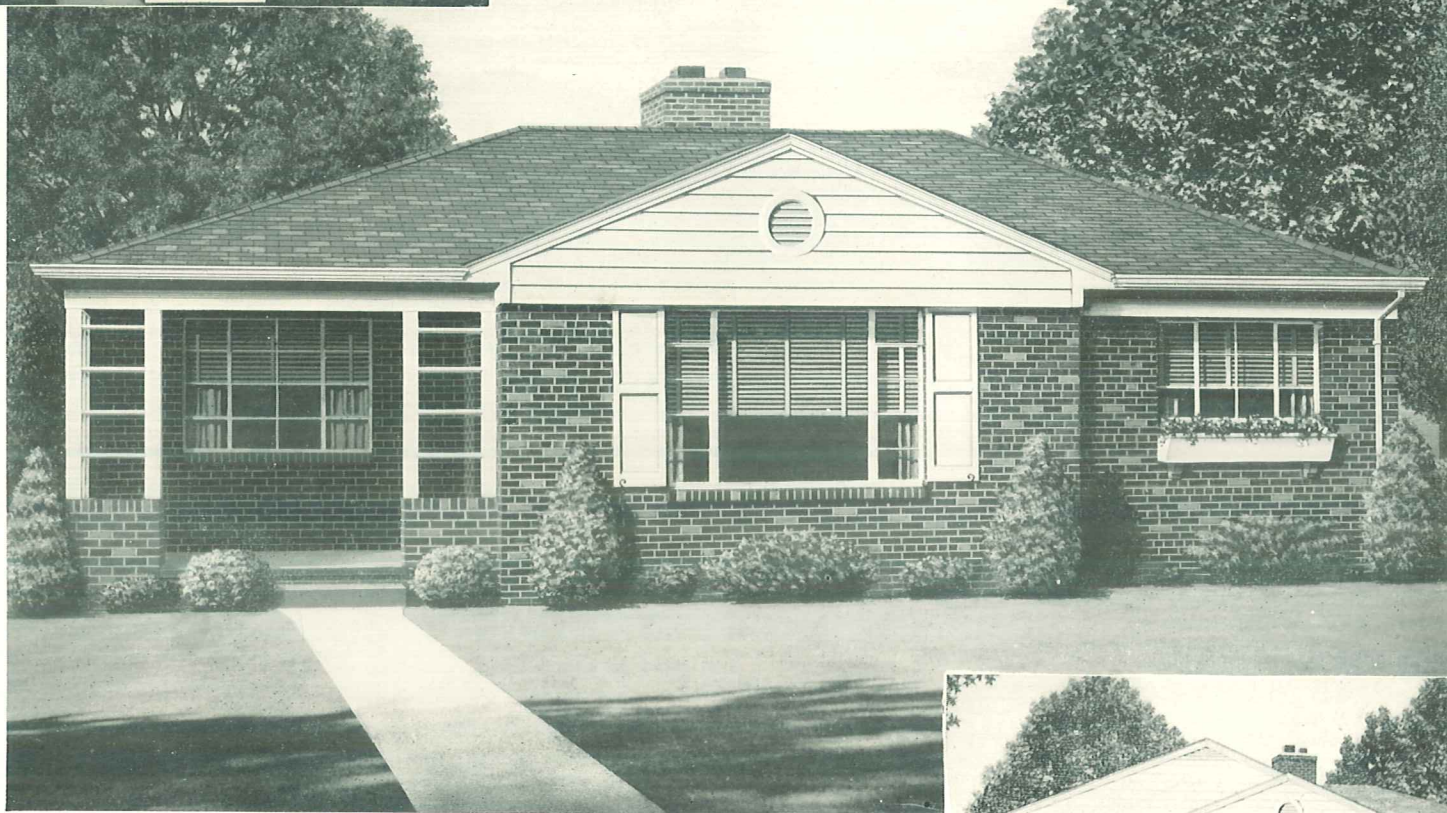
The plans offered in this book are the result of the **combined** efforts of a staff of presently Registered Architects, long associated with this organization, who supervise, check and approve each original working drawing. Through extensive practice in the field of residential architecture, they are well acquainted with the aspirations and requirements of the **average** home builder.





The CARLTON

To help you select the right plan, we offer several folders and answers by mail. From a practical point, however, the local dealer who sponsors this book to encourage homebuilding will probably be your best source of information on local construction costs, available loans, and best personnel to build these particular homes. He has expressed his interest in homebuilders. We believe you will find his advice and suggestions most helpful.



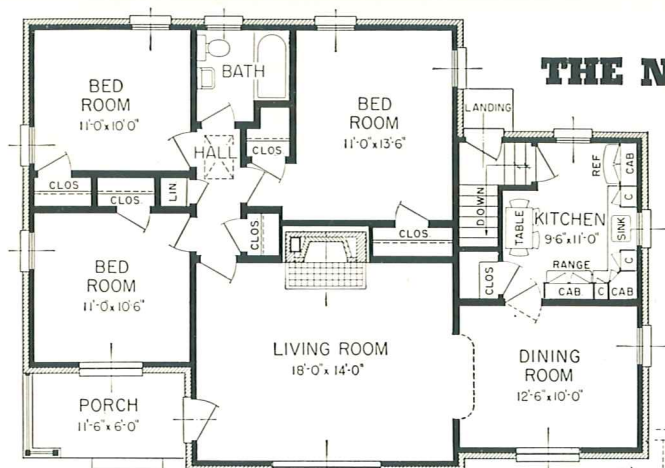
## THE NEW CARLYLE

For those looking for the new and novel in a home, the New Carlyle will answer. Here we find beauty in abundance and floor plans that speak of future home comforts.



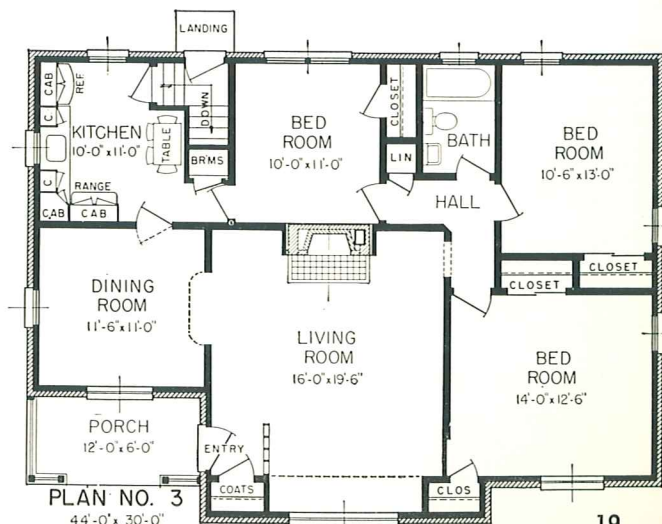
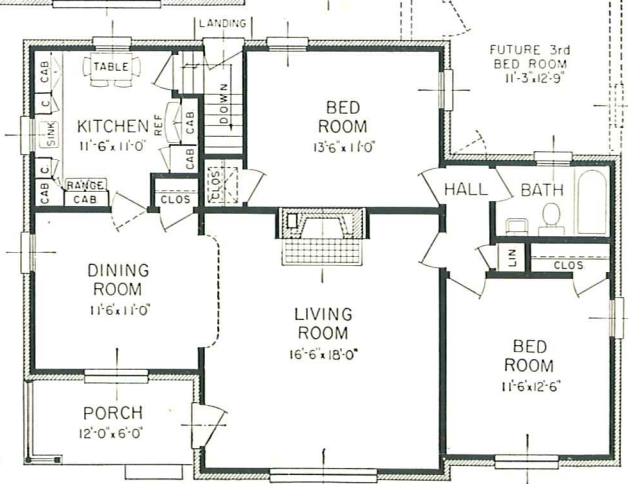
If above elevation is preferred, order the CARLYLE

For similar plans refer to the Rockport and Radcliffe, "Better Homes at Lower Cost."

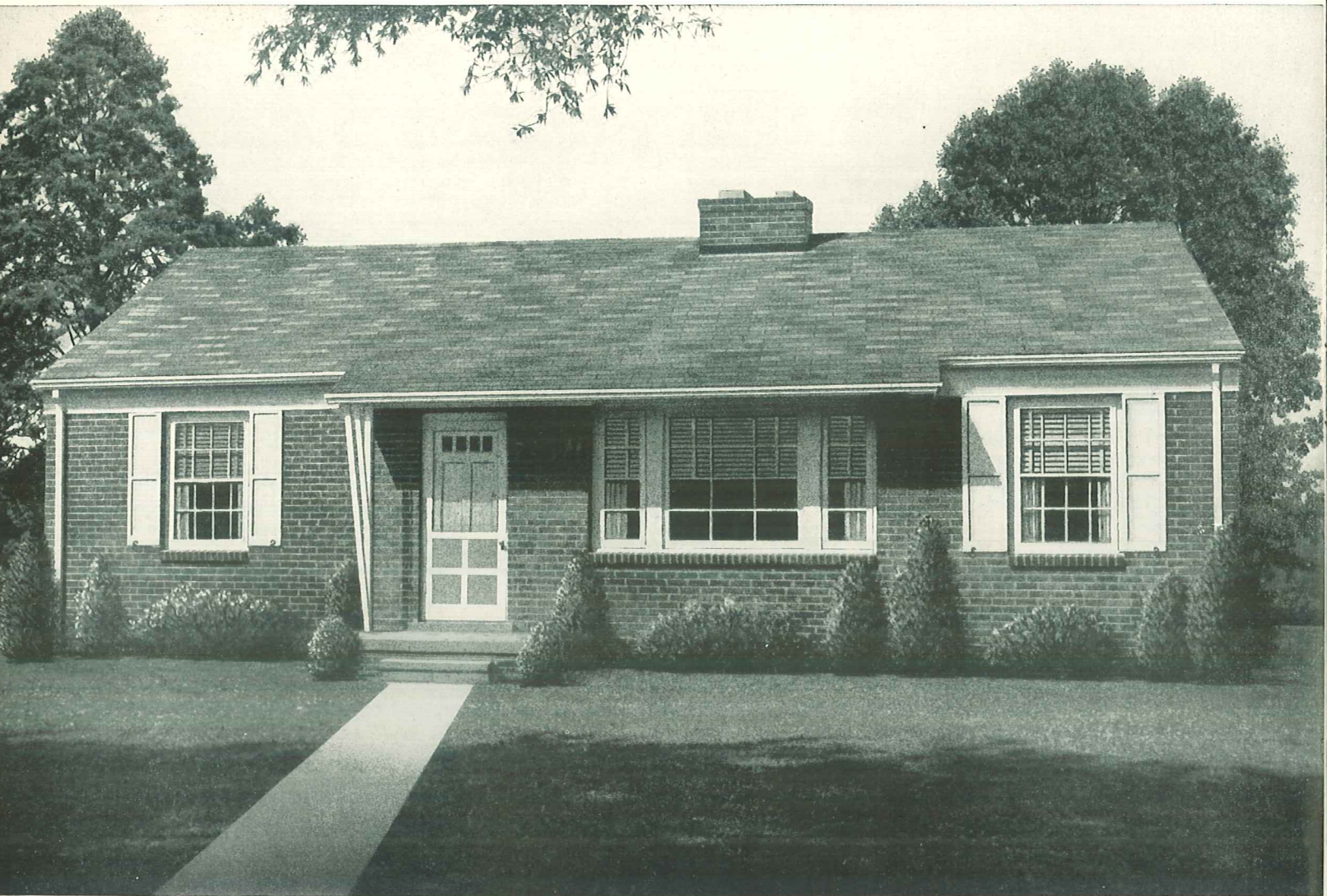


Alternate Plan No. 1, drawn for 3 Bedrooms, is available for \$7.00 additional.

PLAN NO. 1  
42'-0" FRONT DIMENSION



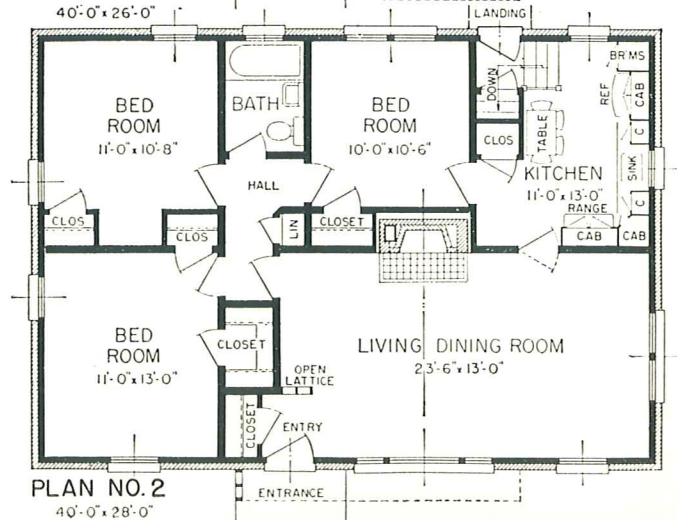
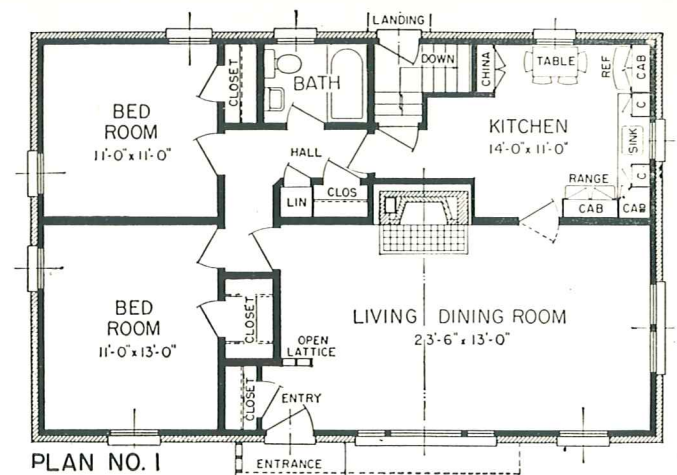
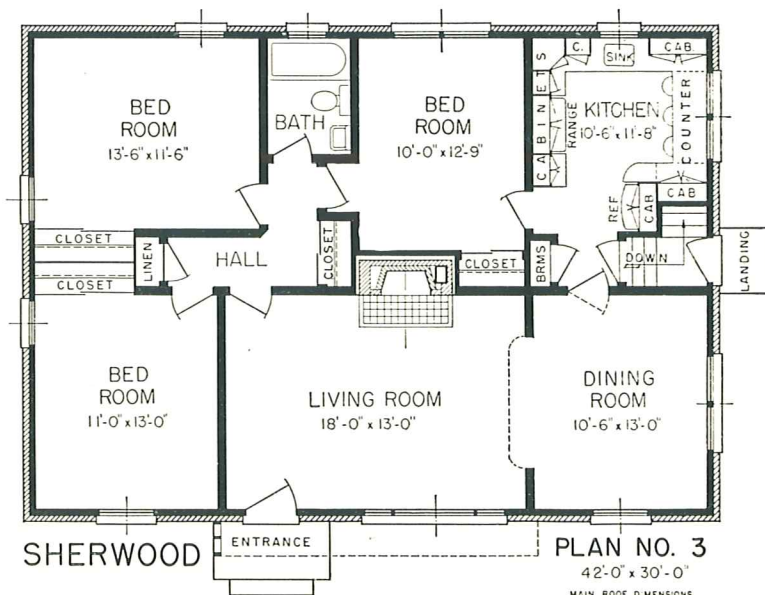




Brick-Masonry

## THE SHERWOOD

The Sherwood was designed for home builders who desire a home with adequately sized bedrooms at a minimum cost. Eight by ten foot bedrooms may look large enough on a plan, but usually limit livability and present a problem in furniture. An extra foot or two can add a lot in comfort and help on housekeeping.





most of the house designs shown in our plan books, as well as to homes already built.

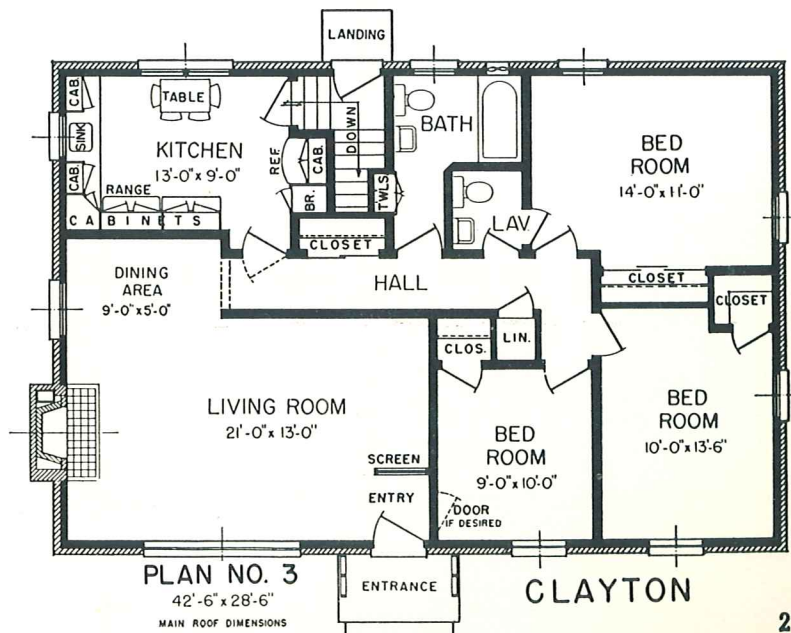
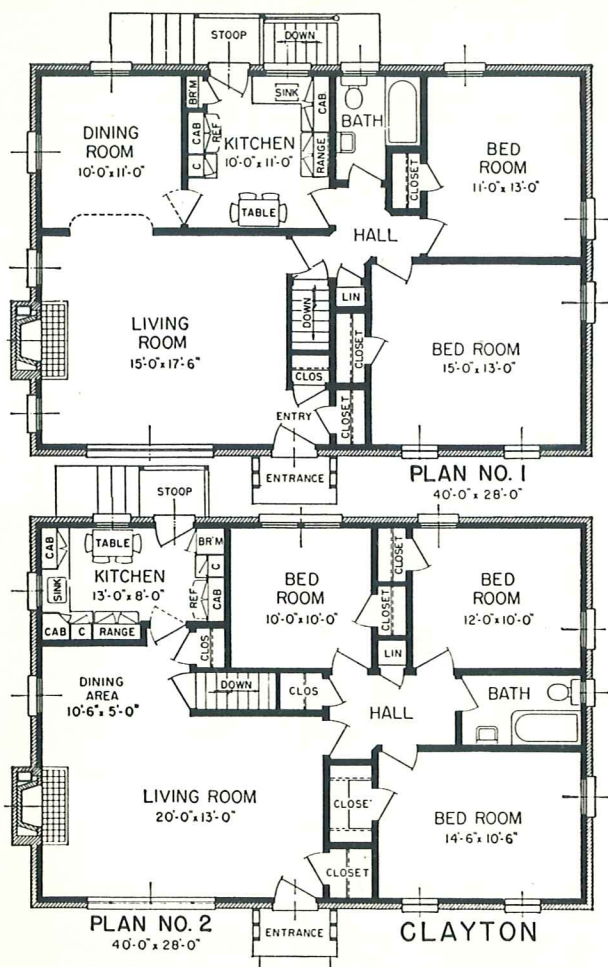


Brick-Masonry

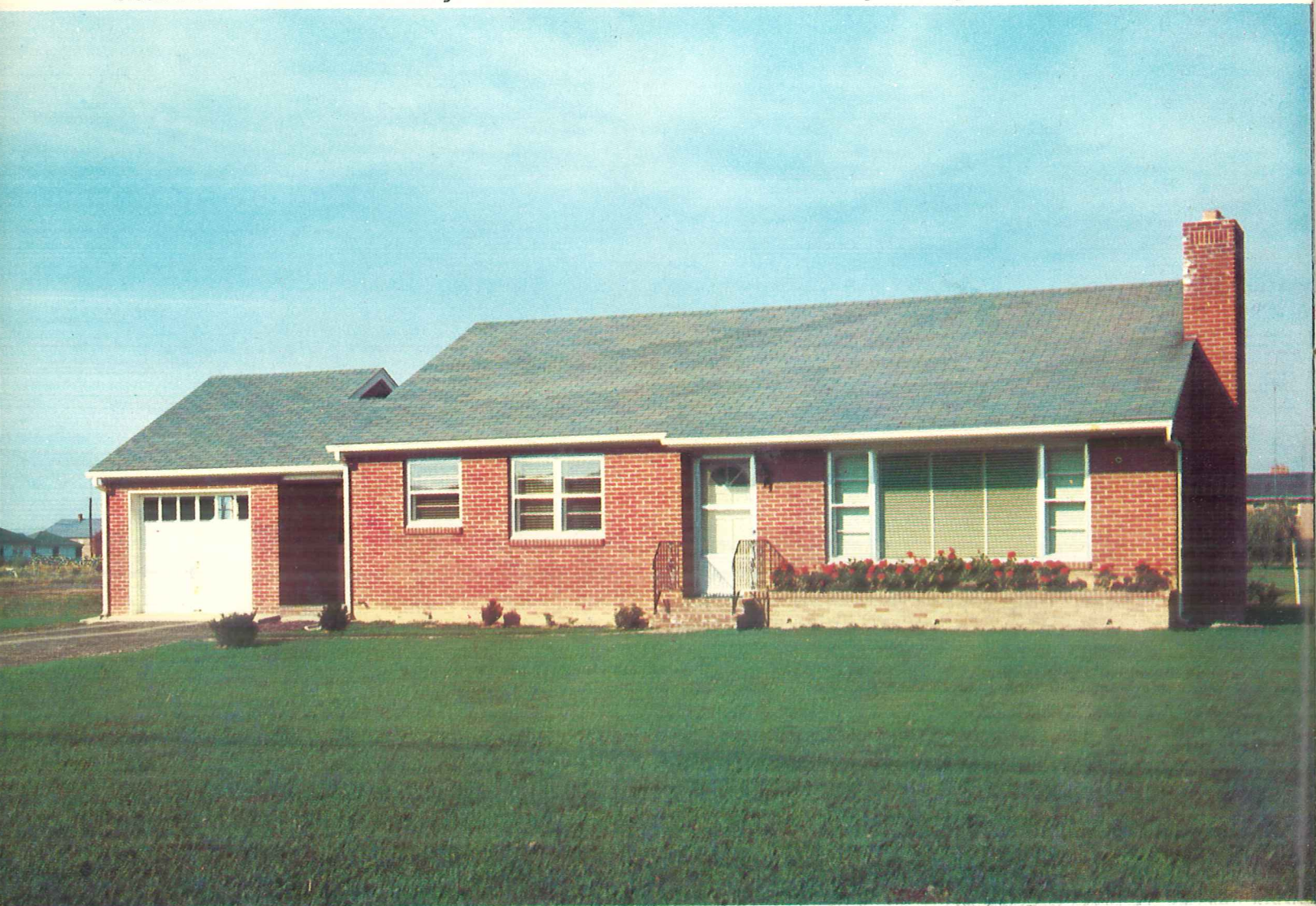
## THE CLAYTON

Excessive and expensively ornamented exteriors are a thing of the past in building Homes of Today. The Clayton is a fine example of how the natural beauty of wood and masonry can be effectively used to develop an interesting yet economical design.

The Clayton design is adaptable to Modified SPLIT LEVEL Plans. Ask for Free Folder on Split Levels, and refer to the Meadowbrook.





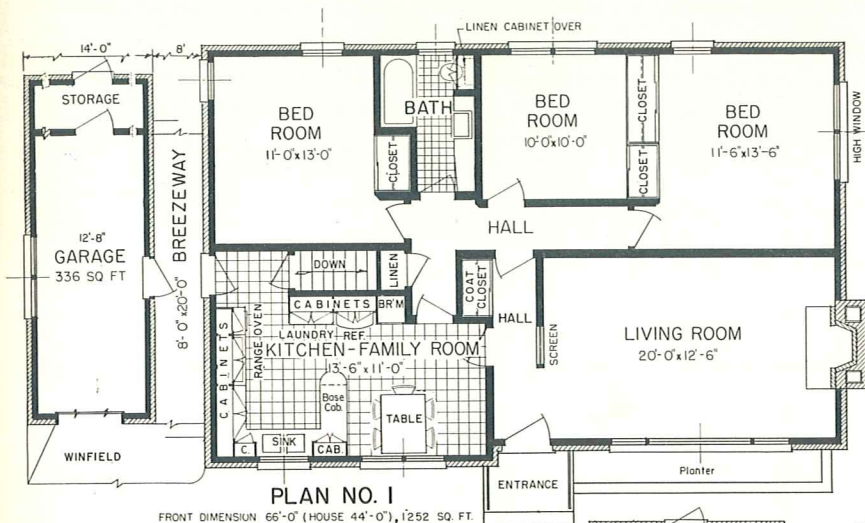


Brick Masonry

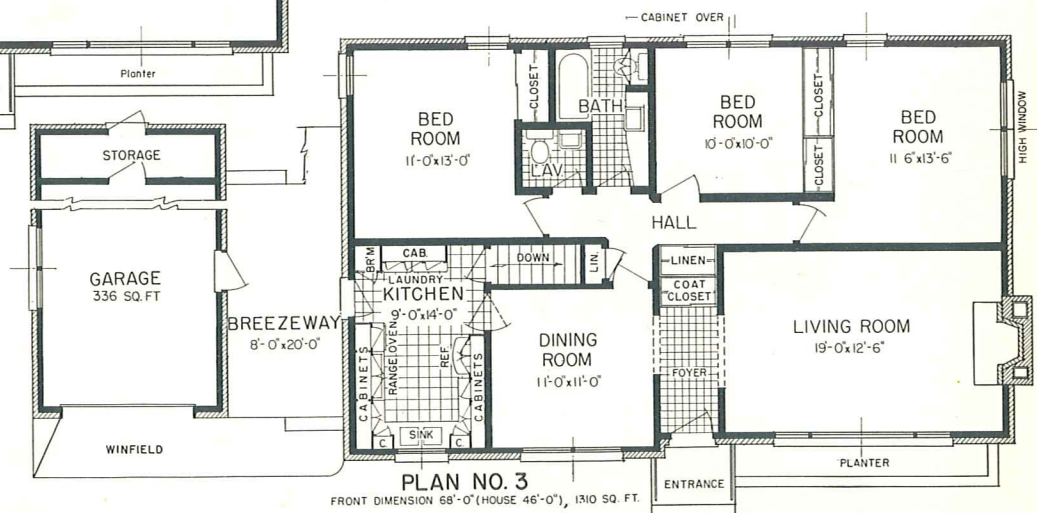
## THE WINFIELD

The substantial atmosphere of a colonial, with strictly modern arrangements.

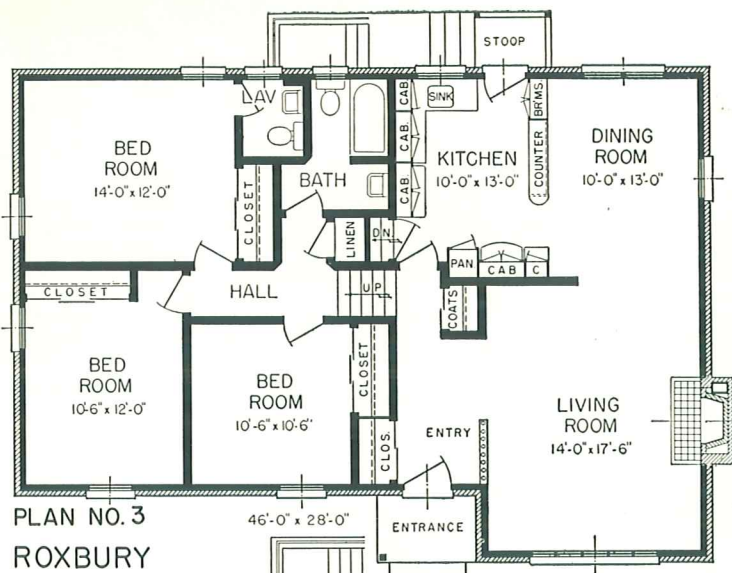
Either plan will save a lot of steps in a lifetime of homemaking.



*The car may not need protection but sometimes its passengers do. And the extra spread of the Breezeway and Garage can give that "Ranch House" appearance to a very modest home.*





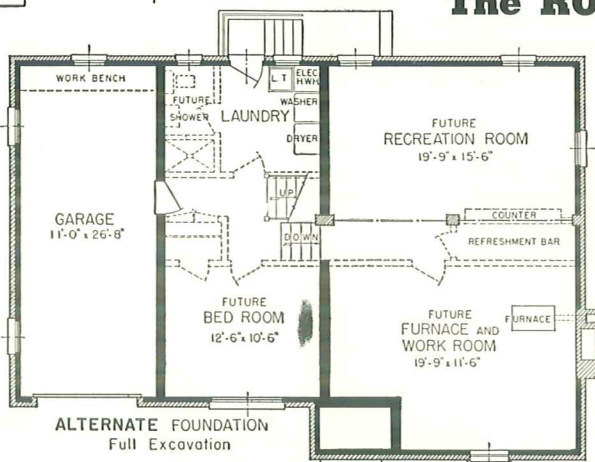
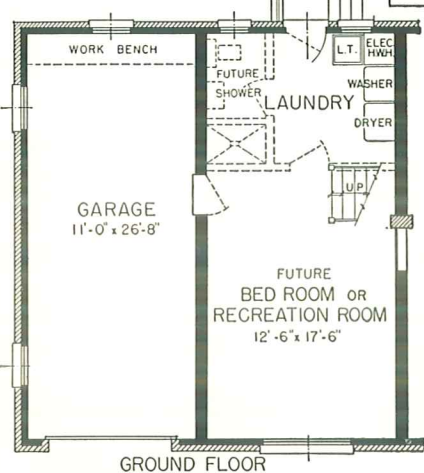


## The ROXBURY

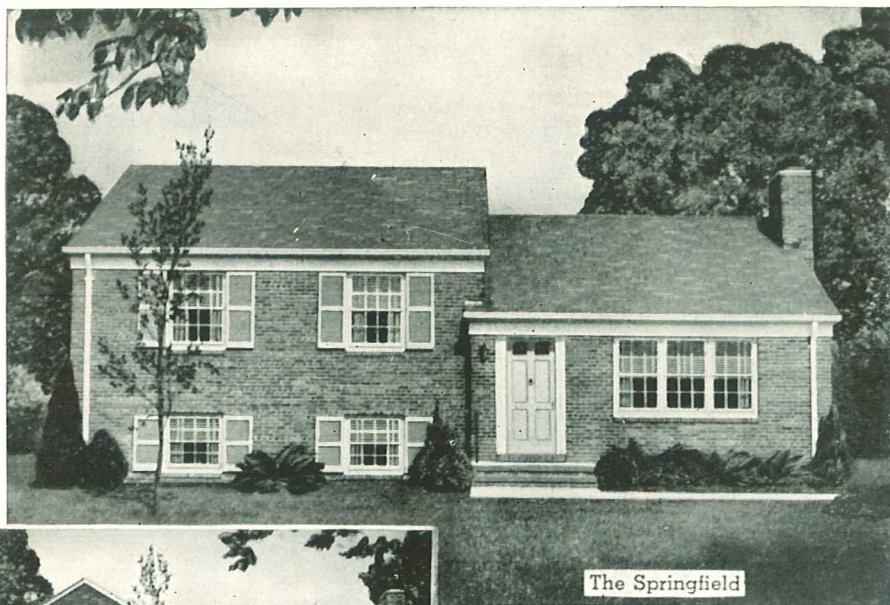
*The Roxbury is equally attractive with painted brick and selected details.*

The ROXBURY melds the character and warmth of a handsome exterior with several most popular split-level floor plan features—a happy merger.

*Equally adaptable to a level or sloping lot. To the passer-by, a vision of hospitality and brightness; to its owner, a sound investment in security.*

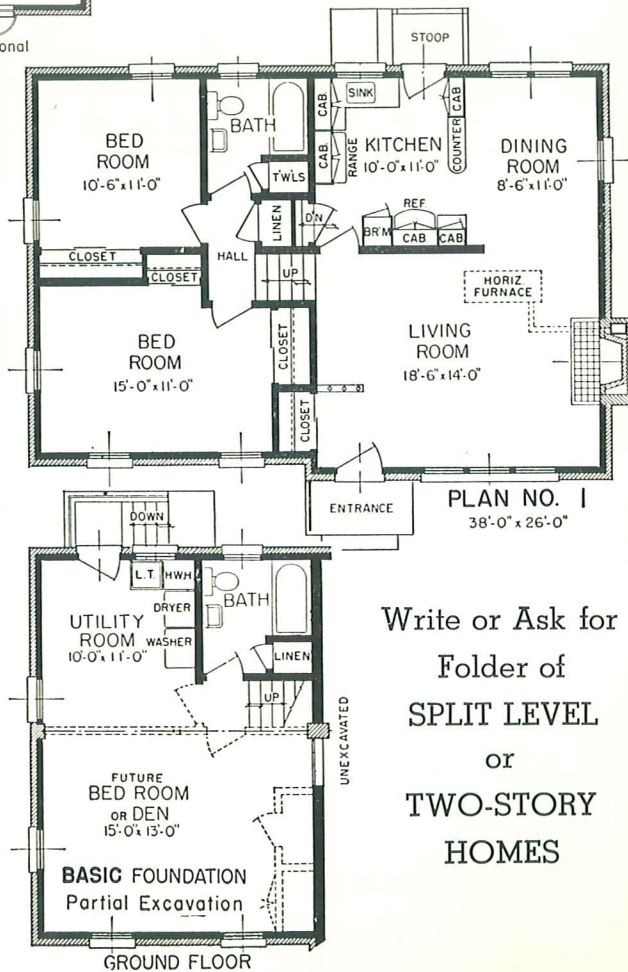
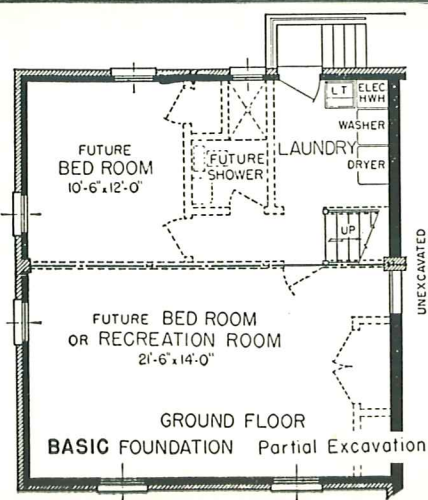


ALTERNATE PLANS for Full Excavation, \$ 700 Additional



*If the above exterior design is preferred, order the Garfield.*

The SPRINGFIELD seems to have acquired the advantages of modern planning without losing its Colonial atmosphere.



Write or Ask for  
Folder of  
SPLIT LEVEL  
or  
TWO-STORY  
HOMES

## The SPRINGFIELD



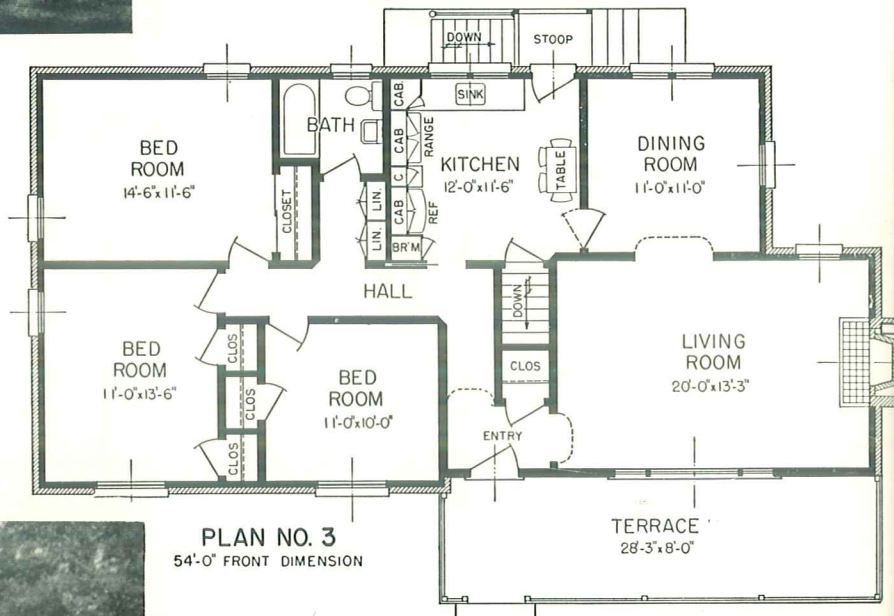
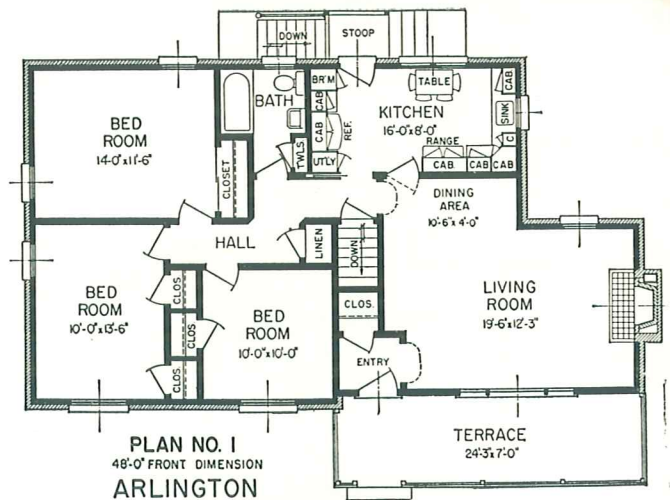


Painted Brick Masonry

## The ARLINGTON

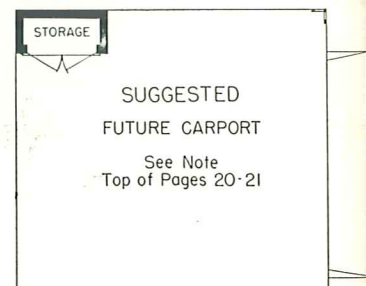
The ARLINGTON was designed for those who wish a home of distinction, decidedly different from the many well-known types. There is carefully combined in this home, grace, character and comfort, and so cleverly have these three features been blended, it will stand as a thing of beauty in any community.

Basement space for utilities, work shop, storage, play area, lavatory and den.

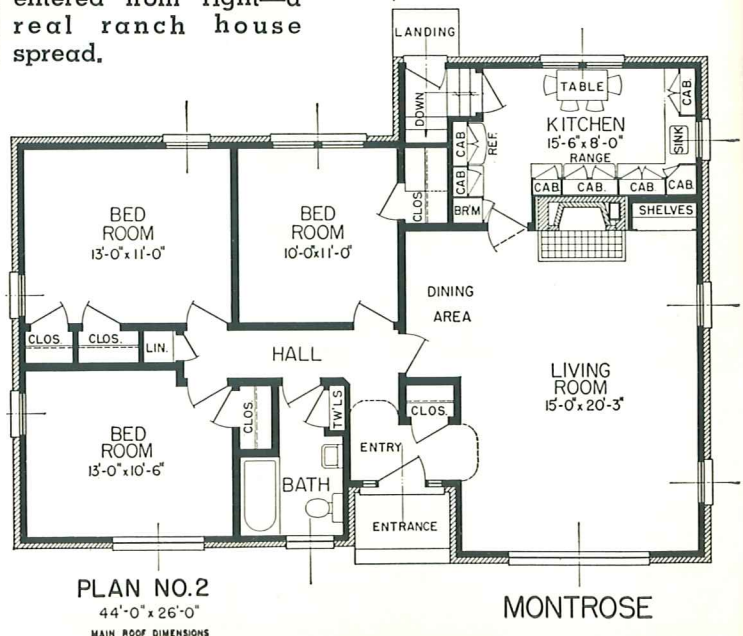
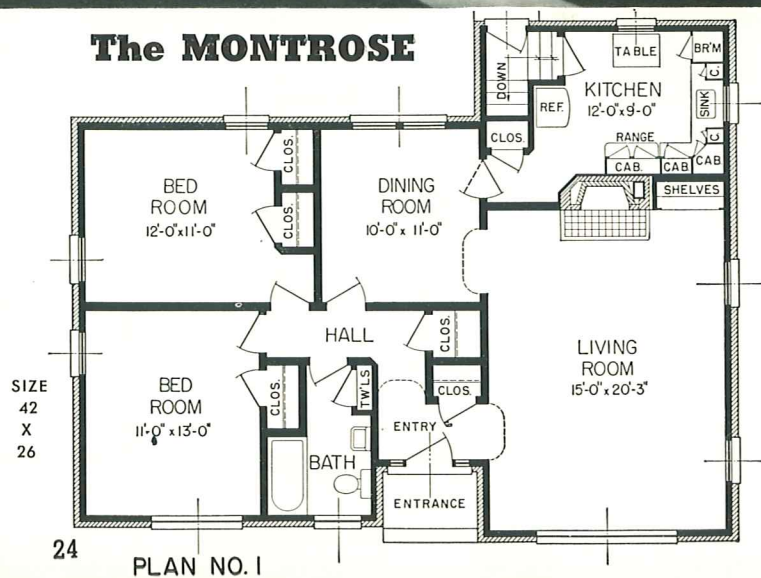


The original plan of the MONTROSE with breezeway and garage to the right, required a 90-100 ft. lot. Either of the present two plans may be built on 55-60 ft.

For inside lot, the suggested carport would be entered from driveway on left; for corner lot it would be entered from right—a real ranch house spread.



## The MONTROSE





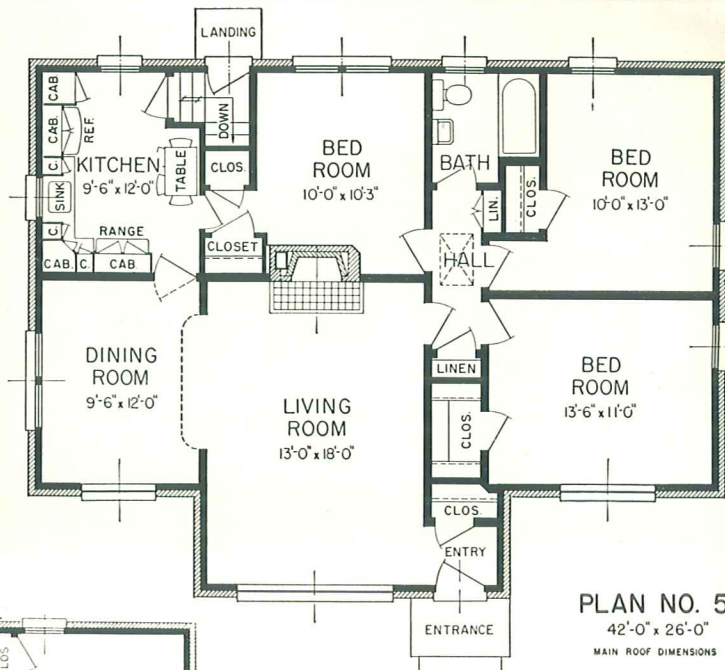
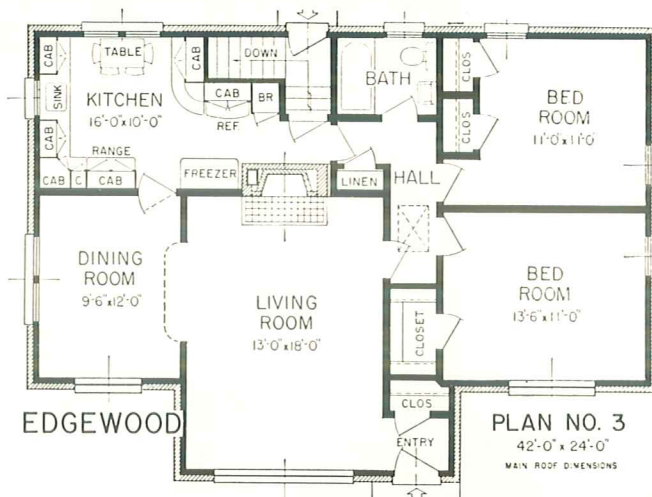


**THE EDGEWOOD**



**The ROCKPORT II**

Choice of elevations;  
two or three Bed Rooms.  
Also additional 3 B.R.  
plan with K. and D.R.  
to right.



## The EDGEWOOD

A Basement Fireplace can be  
start of Family Room, Den or  
recreation area.

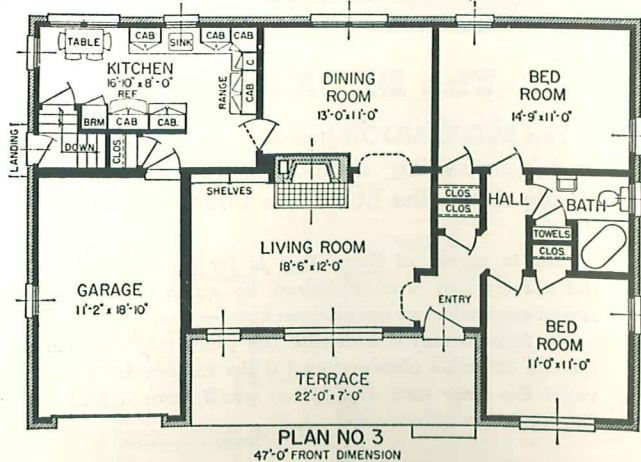
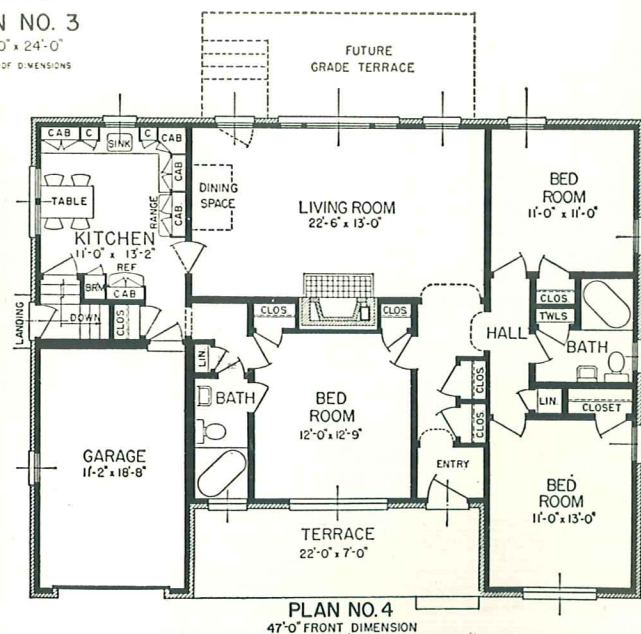
40 x 11 space available in plans above,  
45 x 11 and 45 x 13 in plans below, in ad-  
dition to room required for utilities, extra  
lavatory and storage.



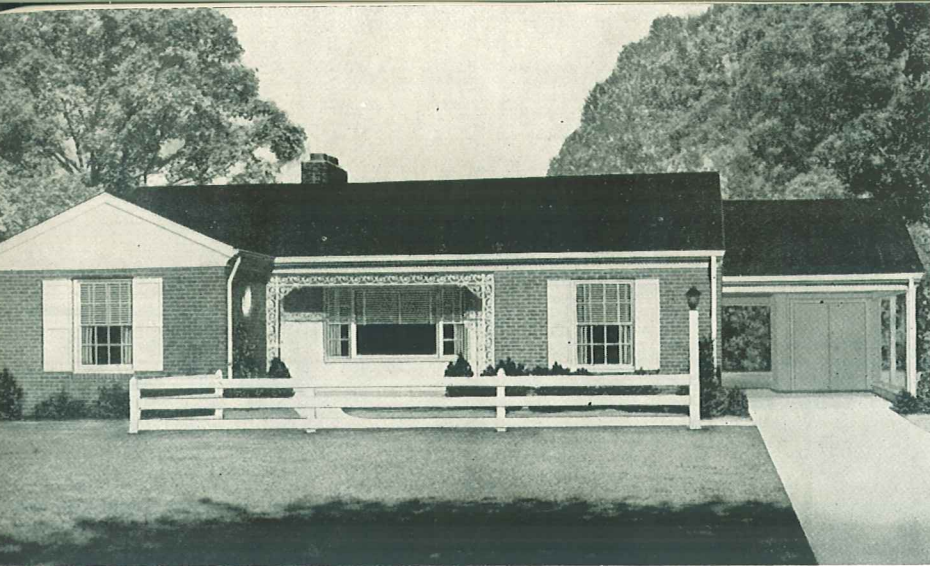
## The PASADENA

Few will pass the Pasadena without pausing to admire its  
symmetry and balance. And the thoughtful will observe and appre-  
ciate the many extra features of convenience so graciously added.

Additional Floor Plans for the Pasadena are available on  
request. Included is Plan No. 5 which has a Living Room extend-  
ing from front to back, with a popular Dining "L" arrangement  
offering flexible space utilization.



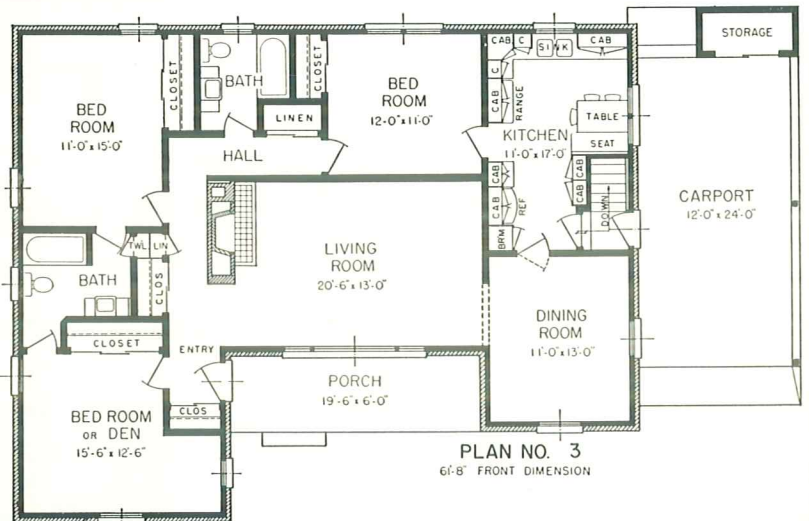
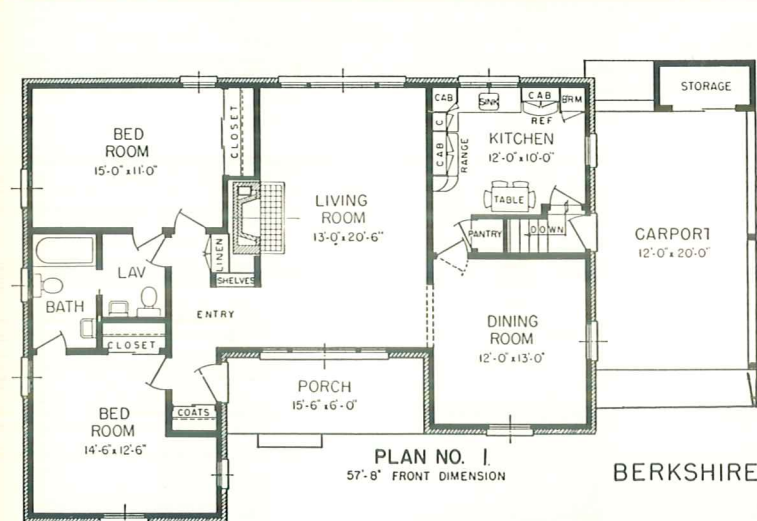




## The BERKSHIRE

The unusual and interesting treatment of the BERKSHIRE front expresses a personality all its own—and makes a distinct appeal to those who would avoid the commonplace.

Every member of the family will have a real appreciation of the privacy and convenience offered in the artfully arranged floor plans, especially the housewife whose burdens will be lightened by the addition of the car-port at her kitchen door.

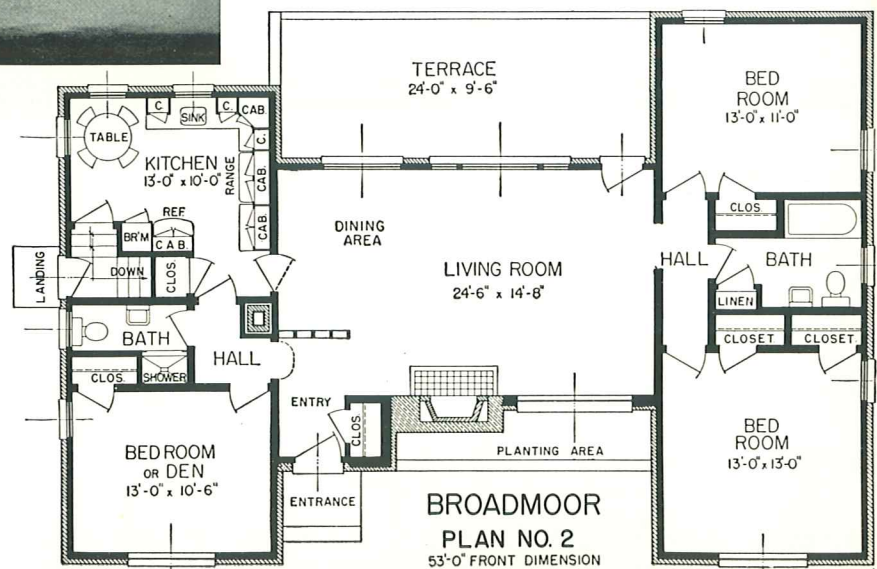


## The BROADMOOR

The BROADMOOR has beauty in abundance and outstanding distinction. Many will say, "Truly this is the home I've been waiting for."

Flue in corner of Entry hall is for partial basement. But if recreation area is desired, no space is so convenient or economical as the basement.

The furnace and a basement fire place may be vented through the main chimney; and if the furnace is "nested" under the entry and coat closet, you'll have a ballroom size family and playroom.

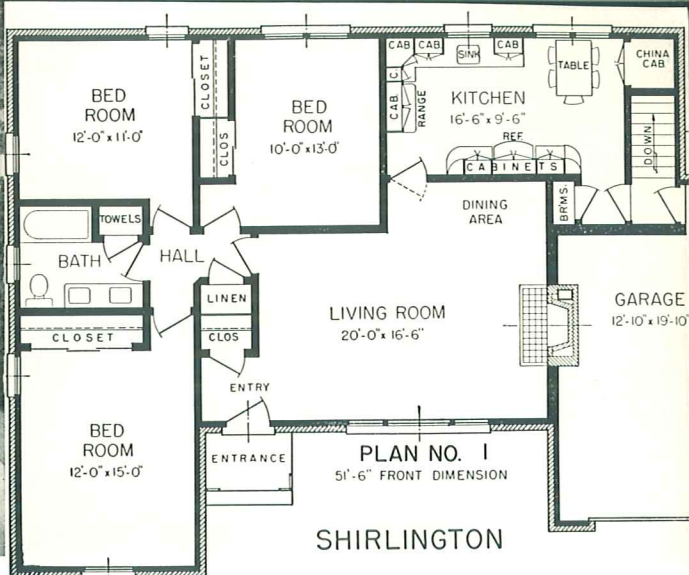
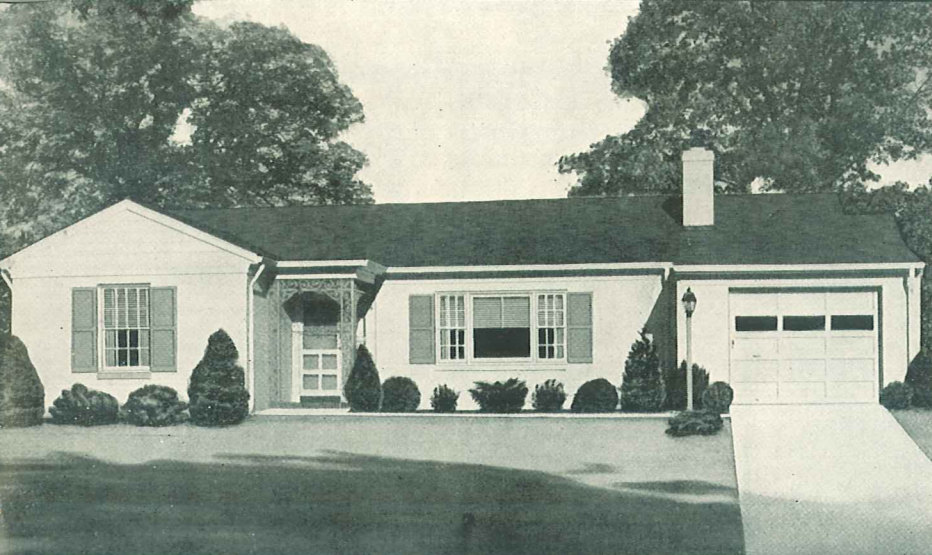


### SPECIAL PLANS DRAWN TO ORDER

When stock plan work does not require their full services, some of our Architectural Assistants are available for custom drawing. For homes in the medium price range, we can prepare a scaled floor plan on \$25 deposit and furnish 4 sets of plans at \$25 per major room. "Small changes" in Stock plans naturally cost less; larger plans run about 1%. We will give answer by return mail; scaled sketches in a week or 10 days, finished plans inside of 30 days on work we accept.

Even where required changes are foreseen, however, stock plans for preliminary cost estimates or loan appraisals save time and money; can be exchanged for other stock designs, or returned for credit on special plans drawn later.

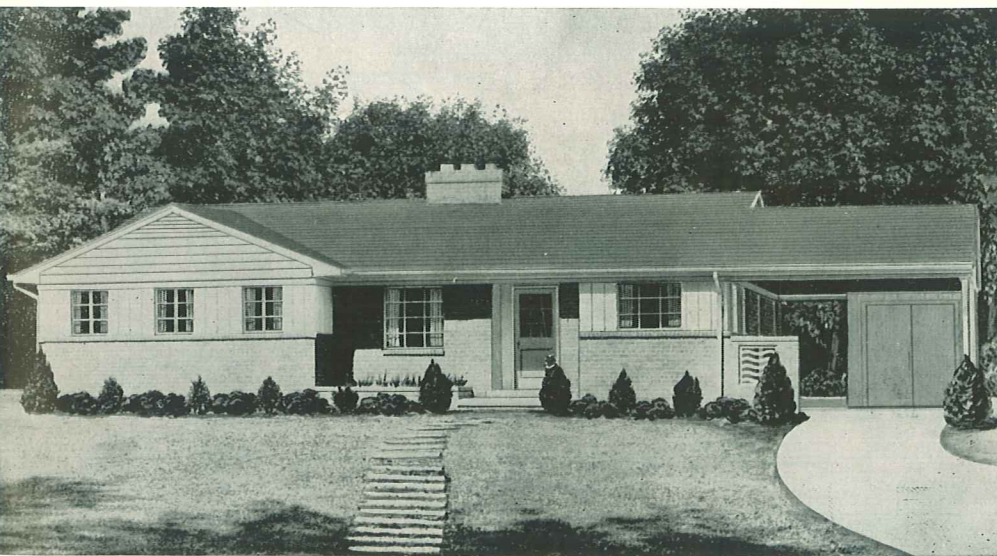
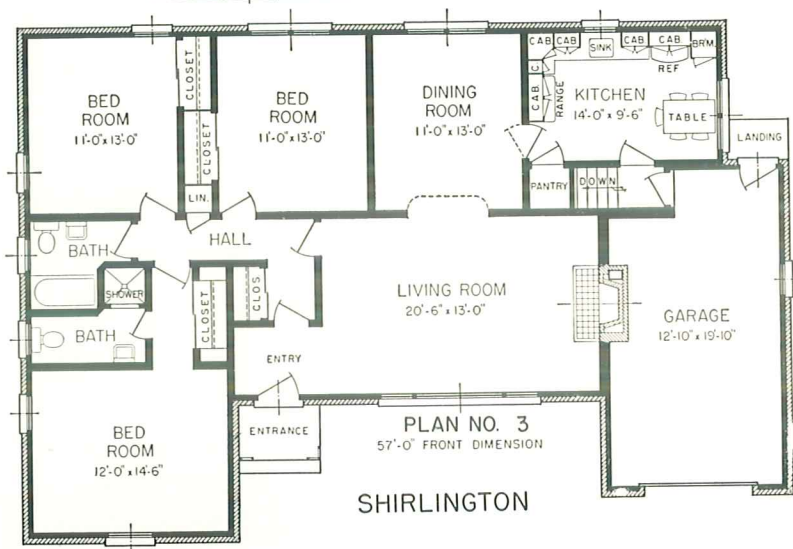




## The SHIRLINGTON

The SHIRLINGTON simply radiates distinction. This spacious home of more than ordinary attractiveness reflects an air of prosperity. The many modern and practical details incorporated into this home will continue to pay daily dividends in comfort and convenience—a consideration not overlooked by intelligent home builders.

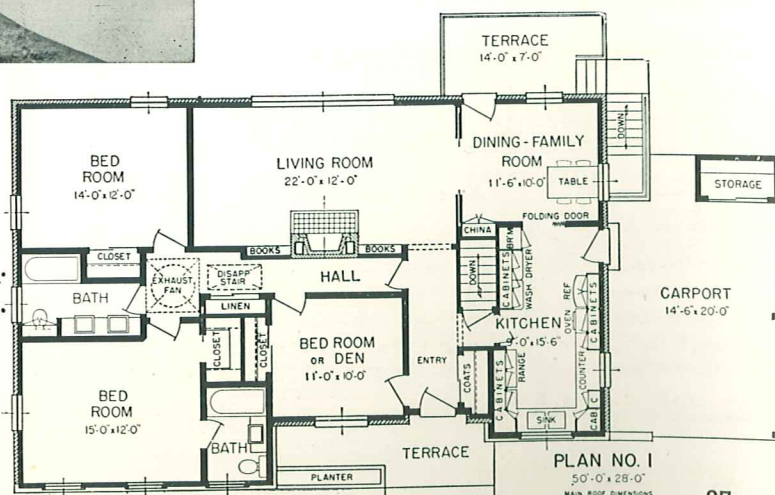
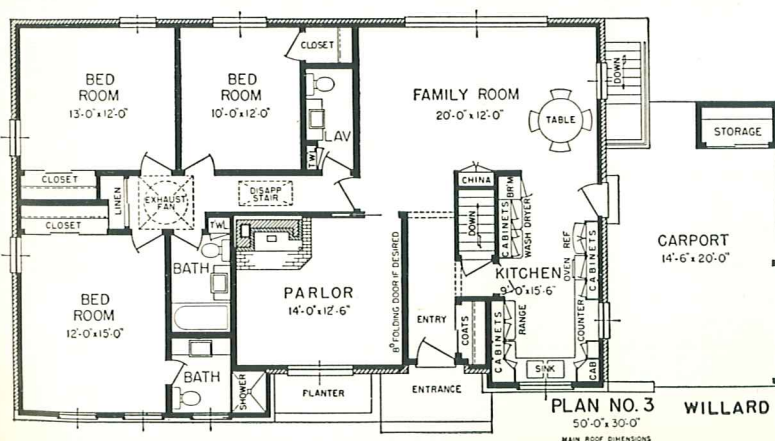
Two baths open on the hall, with choice of tub or shower, will make many choose the #3 plan. Where size of lot or economy dictate the choice of plan #1 an extra lavatory, with shower if desired can be installed in the basement at very moderate cost.



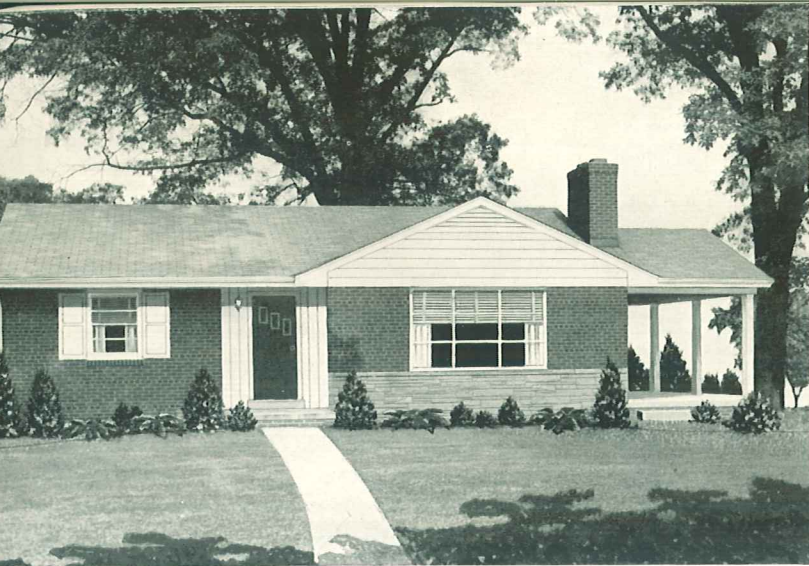
## The WILLARD

The WILLARD floor plans reflect the latest ideas in realistic planning of a home designed to meet the requirements of family living on today's busy thoroughfares.

Living area to the rear adds privacy and permits constant supervision of small fry or a togetherness with them as the chores are done.







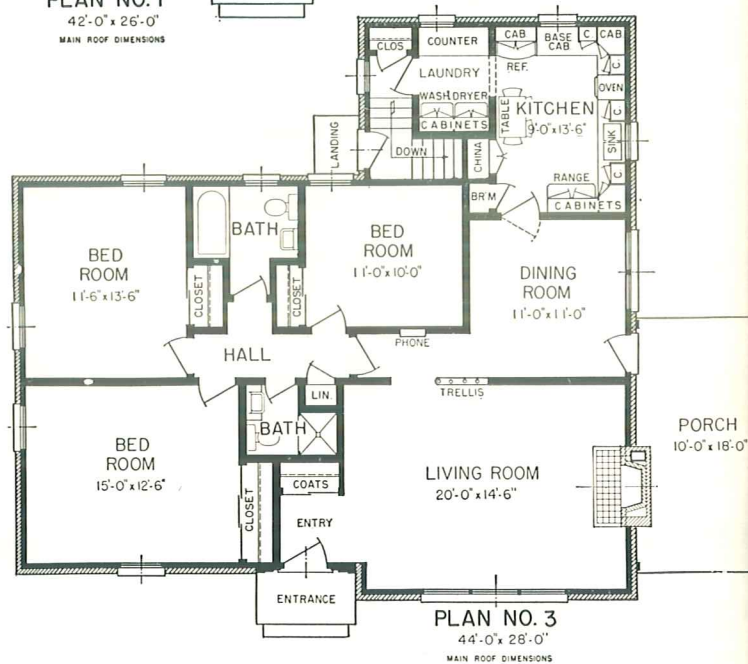
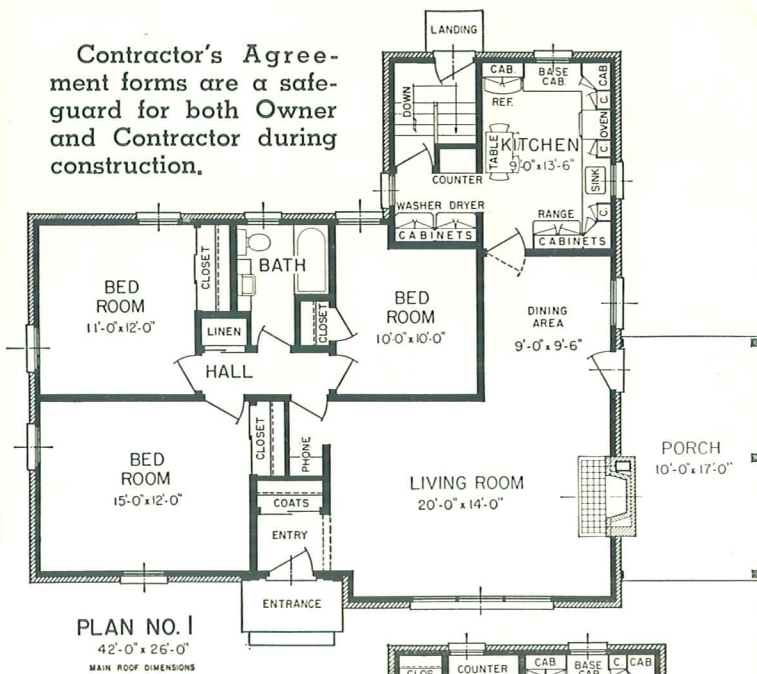
## The BRADLEY

The photographer looking for new "scenery," spotted the stately trees at a distance, and liked what he found built in their shade.

The artist added a little shrubbery to balance up the new growth; the architect has added two convenient floor plans.

Both plans have basement space for lavatory, workshop, utilities and recreation area.

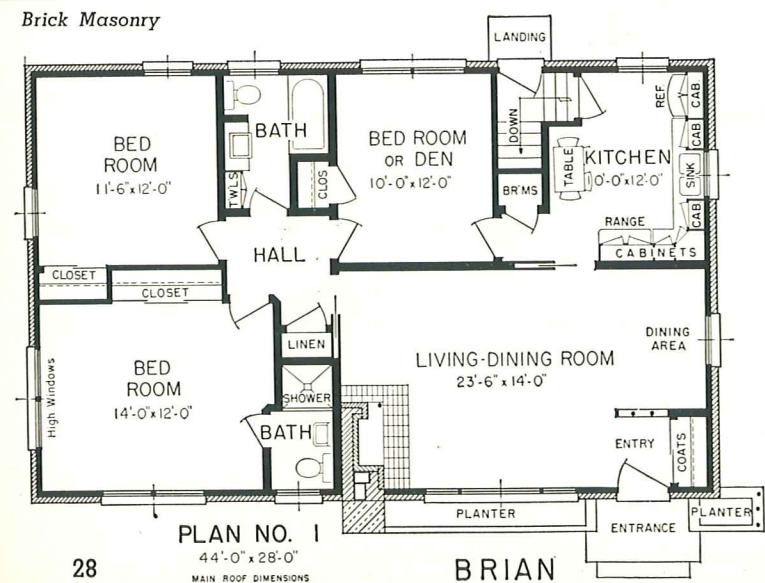
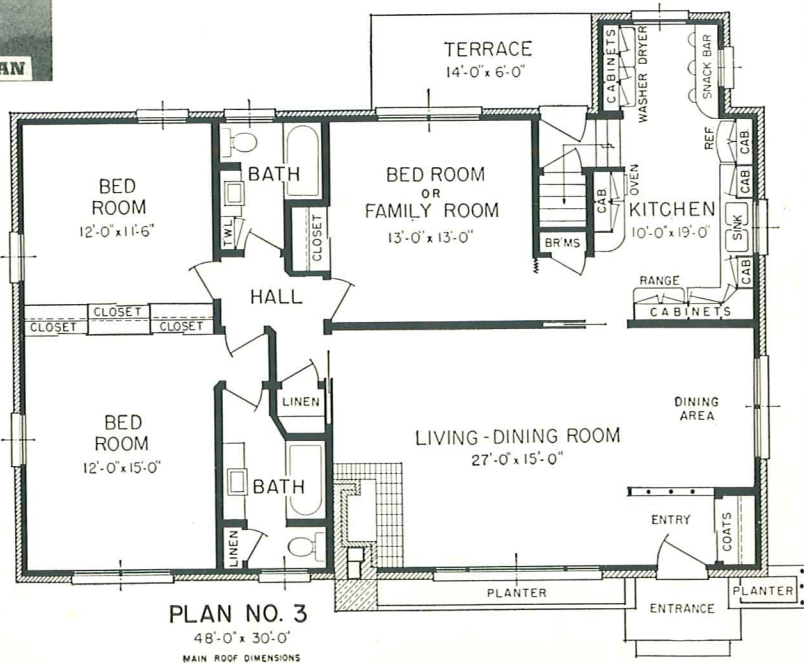
Contractor's Agreement forms are a safeguard for both Owner and Contractor during construction.



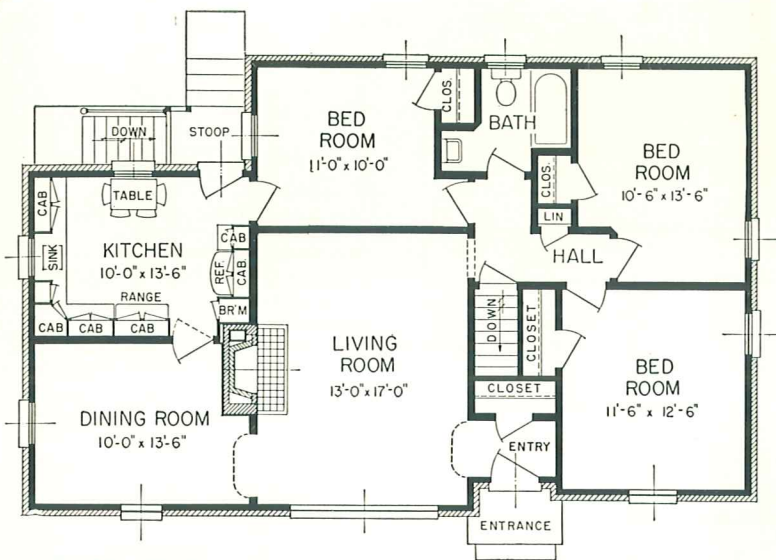
## The BRIAN

Swedish, or corner fireplaces add the new touch, and afford opportunity of a "cozy corner" furniture arrangement.

Extra flue in chimney for basement fireplace.

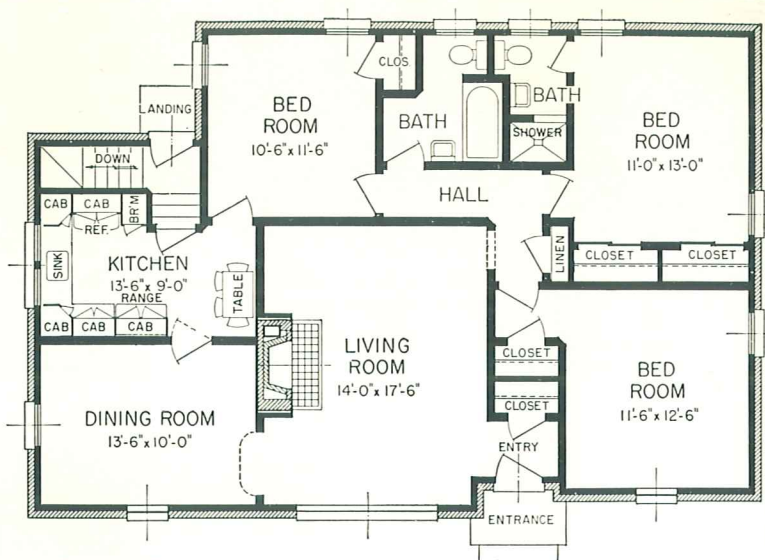






PLAN NO. 3  
46'-0" FRONT DIMENSION

STANHOPE



PLAN NO. 4  
46'-0" FRONT DIMENSION



THE STANHOPE

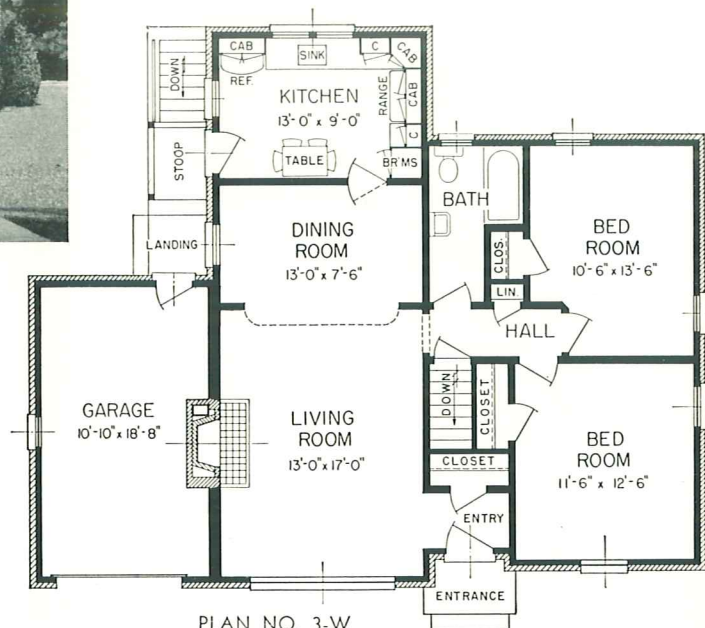
Brick Masonry

## The STANHOPE

The STANHOPE will stand the test when compared in cost and convenience to many homes of greater dimensions.

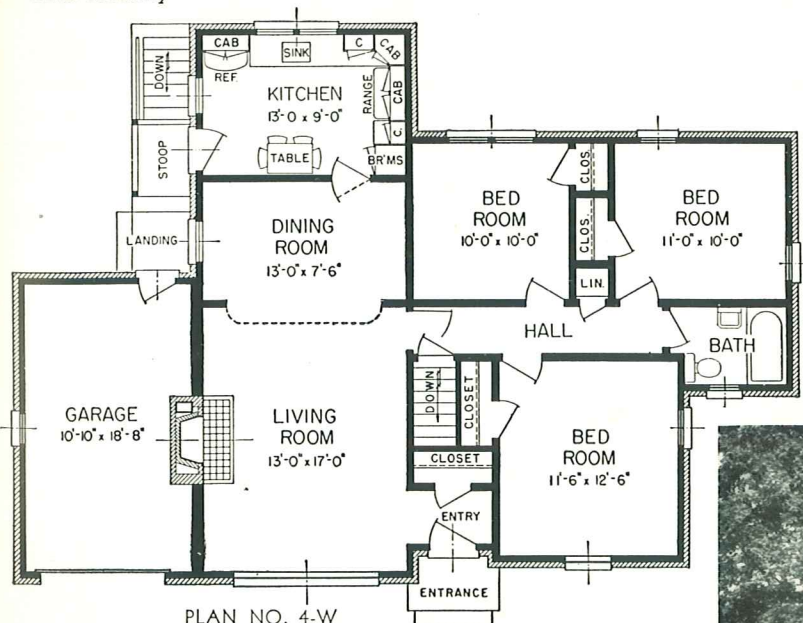
Whether built with one bath or two on the first floor, an extra lavatory in the basement should be provided.

And that extra fireplace in the future Den will be much appreciated.



PLAN NO. 3-W  
32'-0" x 28'-0"  
MAIN ROOF DIMENSIONS

Painted Brick



PLAN NO. 4-W  
32'-0" x 28'-0"  
MAIN ROOF DIMENSIONS

## The WESTLAND

The WESTLAND is staunch and home like. The cost-cutting ideas so much in evidence will be appreciated by those who thoughtfully keep their home budgets carefully balanced.



The WESTLAND





THE LYNNHAVEN

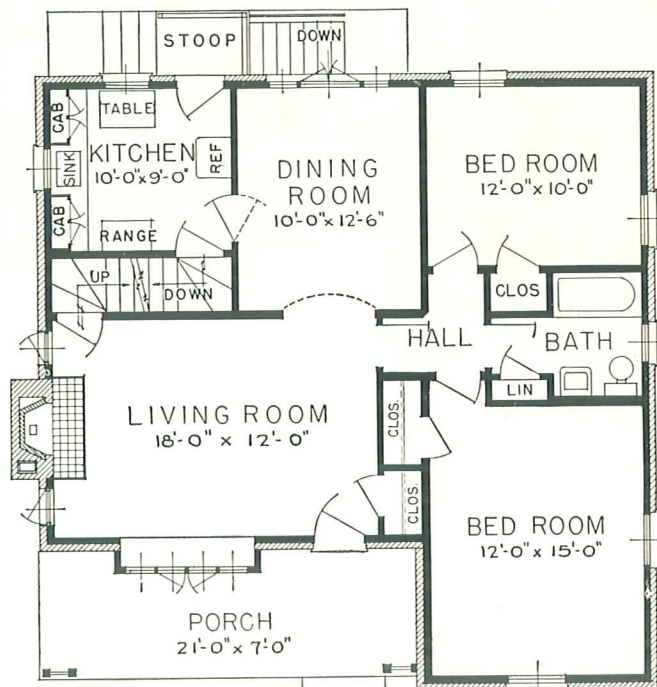
There is something so natural and homelike about the LYNNHAVEN that one forgets to place it in the low cost field. It is a home so full of daily conveniences and comforts that its cost will seem meager even today.

Other Floor Plans  
On Request.



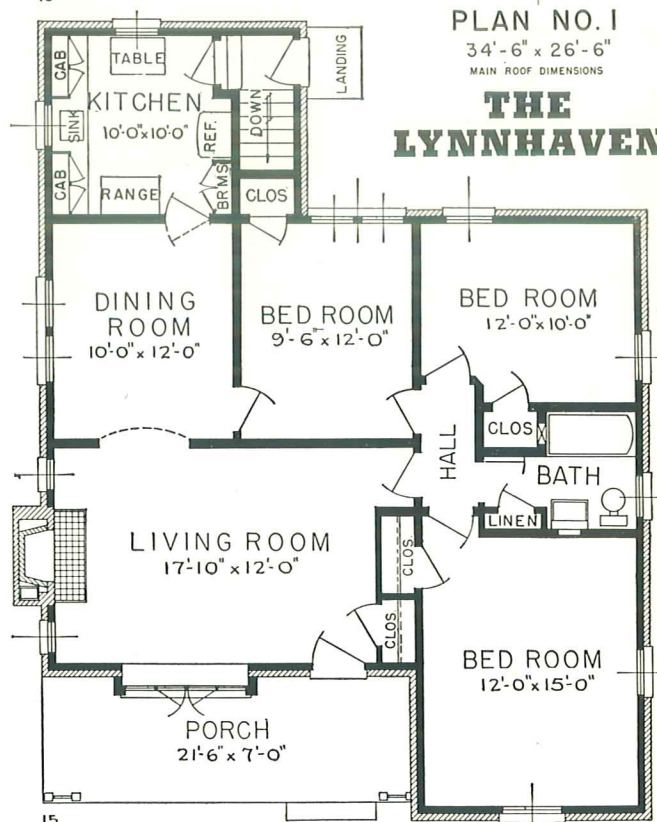
The NEW COVINGTON

The NEW COVINGTON is a cottage to be coveted by those whose hearts hunger for the quiet peace to be found in lovely small homes.

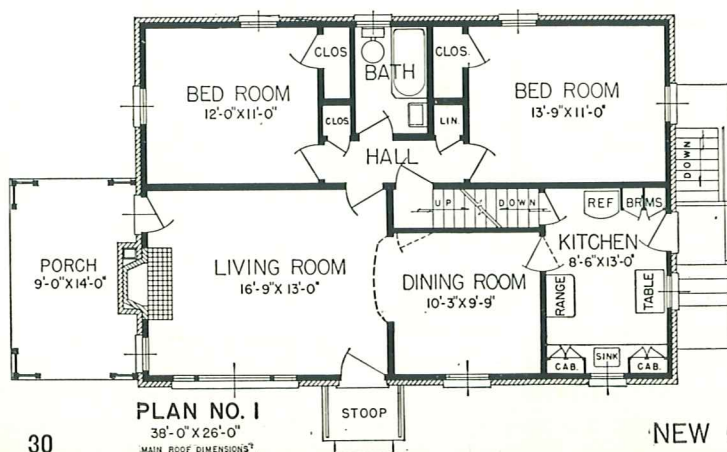


PLAN NO. 1  
34'-6" x 26'-6"  
MAIN ROOF DIMENSIONS

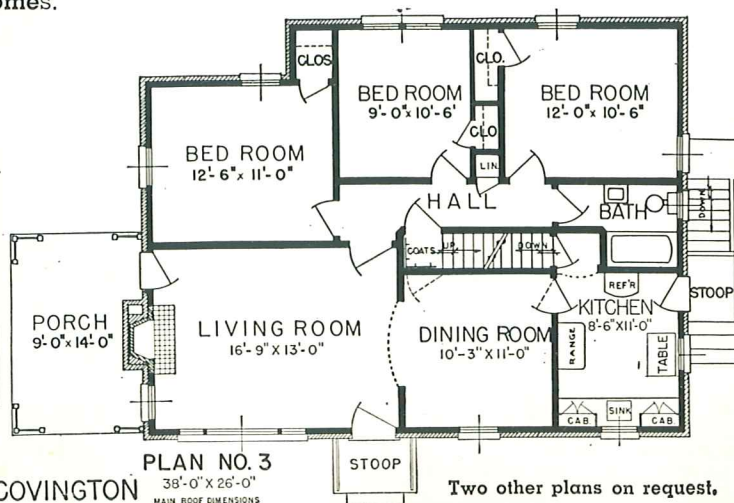
THE  
LYNNHAVEN



PLAN NO. 2  
34'-0" x 26'-0"  
MAIN ROOF DIMENSIONS



PLAN NO. 1  
38'-0" x 26'-0"  
MAIN ROOF DIMENSIONS



PLAN NO. 3  
38'-0" x 26'-0"  
MAIN ROOF DIMENSIONS

NEW COVINGTON

Two other plans on request.

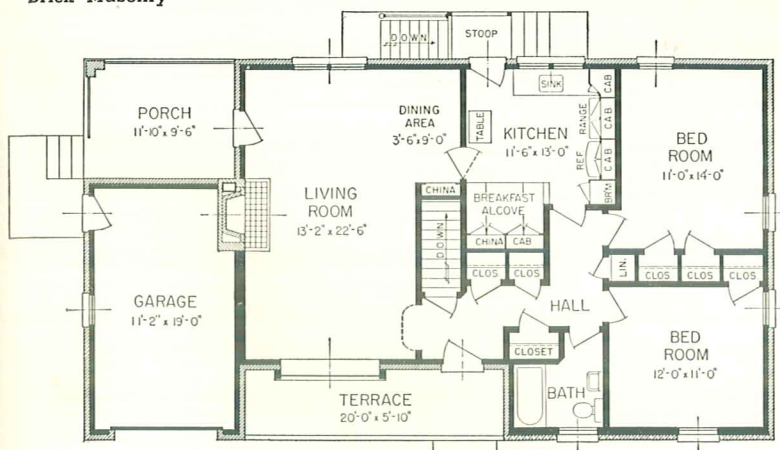




Brick Masonry

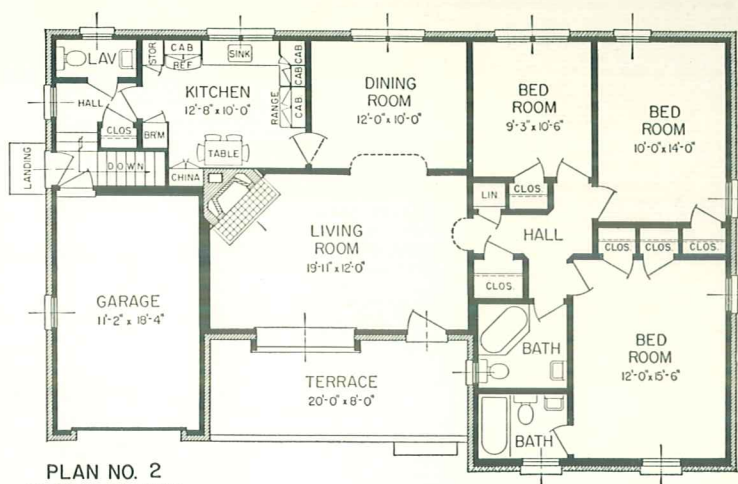
## The KEYSTONE

The Keystone seems to be cleverly keyed to every good home feature of today and tomorrow. It is modern to the minute, yet it is kindly and homelike and mere words cannot tell of all of its good points. Including easily accessible facilities for taking care of the family car, recognized that it, too, has become an integral part of our everyday living.



PLAN NO. 1  
53'-6" FRONT DIMENSION

KEYSTONE



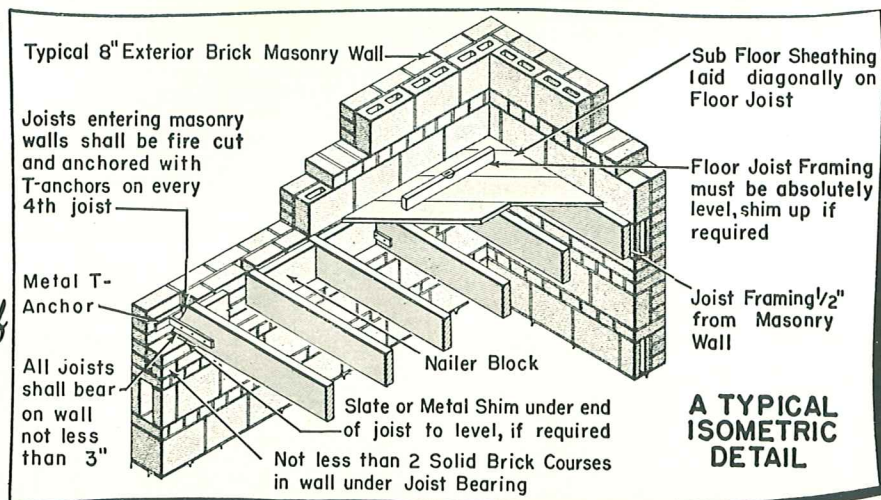
PLAN NO. 2  
53'-6" FRONT DIMENSION

KEYSTONE

## NOW—OWNER SUPERVISION WITH STANDARD CONSTRUCTION DETAILS for Home Builders—with Estimating Charts and Tables

- **Standard Construction Details**, 128 pages, 12"x15", clearly illustrate and explain acceptable and approved methods and materials of home construction—from foundation to roof. The layman can now follow the construction of his home—**step by step**—and insist on good construction. It is **money saved** during the lifetime of the home. Many schools and colleges have adopted our **Isometric Details** for training and instruction.
- **In addition**—material estimating charts and tables are included. Understandable and accurate, these charts and tables will be an invaluable guide for both home builders and contractors.

*Saves  
10 to  
25%  
on the  
Cost of  
Your  
Home*



**Also**—We have prepared new **Subcontract Agreement Forms**—16 separate forms—that give specific information as to how the work under each separate Subcontract should be performed. They are neatly bound in booklet form and perforated so that any one or several Contract Forms may be easily removed. One set of 16 Forms is included without charge when **Standard Construction Details** are purchased (\$1 per set when sold separately).

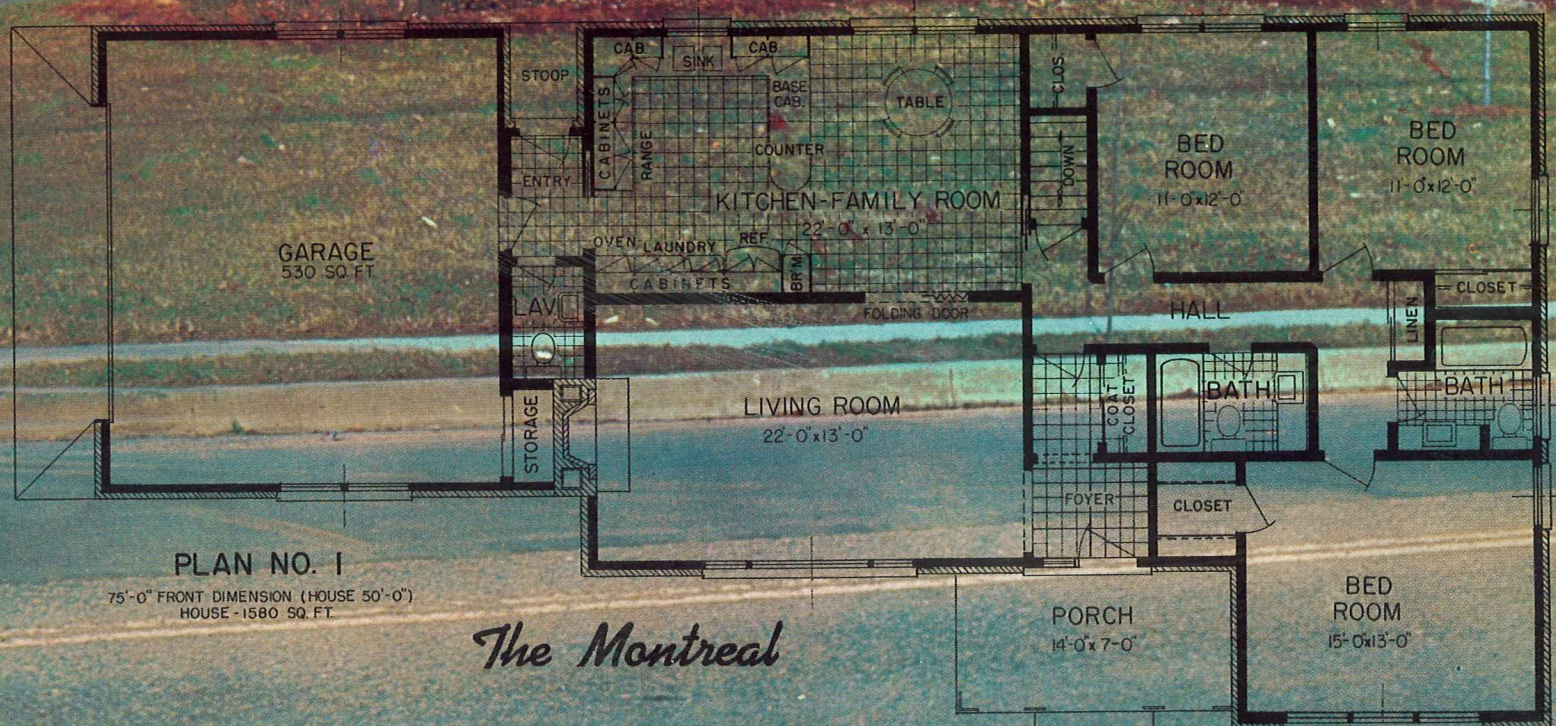
Write for a sample sheet of *Standard Construction Details, Subcontract Agreement Forms and free Folder "O", "Owner Supervision".*

The cost of the **Standard Construction Details** and **Subcontract Agreement Forms** is trifling compared to the great saving in the cost of a home—**only \$10**—and to purchasers of **Standard Working Plans** for any home shown in our plan books, we offer them at **half price—\$5**. Examine the **Details** for 5 days. If you do not agree they are worth many times their price, return them and your money will be promptly refunded.

Other Plan Books for Those Who Want to Build Homes at First Cost.

*Better Homes at Lower Cost . . 60c; Custom Designed Homes of Color . . 75c; Both for \$1.00*  
For those substituting "sweat equity" for Down Payment, *Homes You Can Build Yourself . . . 50c*





*The Montreal*